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PETER K. TRZYNA, ESQ. P O BOX 7131 CHICAGO, IL 60680			EXAMINER MONFELDT, SARAH M	
			ART UNIT	PAPER NUMBER
			3684	
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			05/13/2010	PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b> 09/149,650	<b>Applicant(s)</b> POLIS, JARED SCHUTZ	
	<b>Examiner</b> SARAH M. MONFELDT	<b>Art Unit</b> 3684	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) ☒ Responsive to communication(s) filed on 24 February 2010.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) ☒ Claim(s) 1-47, 49-83, 86-156 and 327-502 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-47, 49-83, 86-156 and 327-502 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)  | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftperson's Patent Drawing Review (PTO-948)  | 5) <input type="checkbox"/> Notice of Informal Patent Application                       |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)<br>Paper No(s)/Mail Date <u>7 April 2010; 10 April 2009</u> . | 6) <input type="checkbox"/> Other: _____  |

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***DETAILED ACTION  
Status of Claims***

1. This action is in reply to the Amendment filed on 24 February 2010.
2. Claim 1-47, 49-83, 86-156 have been amended. The Examiner notes that the status of claims 71-72 are indicated as "Currently Amended", however it appears that there was new text added to these claims which appears to be new and was not subsequently underlined. For purposes of Examination the Examiner has treated these claims as currently amended with newly added text.
3. Claims 48, 84-85, 157-326 were canceled.
4. Claims 327-502 were added.
5. Claim 1-47, 49-83, 86-156, 327-502 are currently pending and have been examined.

***Applicants Request for Examiner Interview***

6. The Examiner has made note of Applicants request for an Interview. It is hereby noted that a Non-Final Office Action was mailed 10 October 2008 in which Applicant responded to this Office Action on 10 April 2009. After the Non-Final Office Action the Applicant and Examiner held an in-person interview on 1 May 2009 to discuss the claims that were addressed in the Non-Final Office Action and possible amendments to the claims. Subsequent to the interview the Examiner conducted a cursory search and provided Applicant with the Dlugos reference (US 5153842).
7. With respect to the newly amended claim set, the Examiner has discussed the fact that the claims addressed in the Non-Final Office Action and the Interview were narrower than the newly amended claims. The Examiner has explained to Applicant that the broadening of the claims requires further search and consideration, since the claims are now substantially broader in scope.
8. Also during discussions with the Applicant, the Examiner conducted a further cursory search and brought to the attention of the Applicant the following references for further consideration:
  - US 5340158 (PACKING LIST AND SHIPPING LABEL COMBINATION)
  - US 5618064 (PACKING SLIP AND SHIPPING LABEL COMBINATION)
  - WO 98/58303 (PARTIALLY USER DEFINED COMPUTER TRANSPORTATION SYSTEM)... I realize this case was published after the filing date of 09/149650, however I would like to pull the Abandoned US cases to see what art was cited by the Examiner.
  - US 6889197 (Method and system for preparing an electronic record for shipping a parcel )

***Specification***

9. The use of the trademark Federal Express, UPS, CyberCash, Visa, Discover, American Express, Blue Mountain has been noted in this application. It should be capitalized wherever it appears and be accompanied by the generic terminology.
10. Although the use of trademarks is permissible in patent applications, the proprietary nature of the marks should be respected and every effort made to prevent their use in any manner which might adversely affect their validity as trademarks.

***Claim Rejections - 35 USC § 112, first paragraph***

11. The following is a quotation of the first paragraph of 35 U.S.C. 112:

The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.

12. Claims 3, 329, 52, 376, 54, 378, 55, 379, 56, 378, 63, 386, 136, 456, 137, 457, 146, 466 148, 468, 149, 469, 150, 450, 156, 476 are rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the written description requirement. The claim(s) contains subject matter which was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention. In particular these recitations are not support by the original discloser nor are the combinations. Appropriate clarification and correction is required.



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***Claim Rejections - 35 USC § 112, second paragraph***

13. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

14. Claims 8, 334, 9, 335, 10, 336, 11, 337, 15, 341, 16, 342, 47, 372, 49, 373, 86, 407, 89, 410, 140, 460 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. If the trademark or trade name is used in a claim as a limitation to identify or describe a particular material or product, the claim does not comply with the requirements of the 35 U.S.C. 112, second paragraph. Ex parte Simpson, 218 USPQ 1020 (Bd. App. 1982). The claim scope is uncertain since the trademark or trade name cannot be used properly to identify any particular material or product. In fact, the value of a trademark would be lost to the extent that it became descriptive of a product, rather than used as an identification of a source or origin of a product. Thus, the use of a trademark or trade name in a claim to identify or describe a material or product would not only render a claim indefinite, but would also constitute an improper use of the trademark or trade name. Appropriate correction is required. In particular these claims recite one of the following trademarks: Federal Express, UPS, CyberCash, Visa, Discover, American Express, Blue Mountain. Appropriate correction is required.
15. Claims 15, 341, 16, 342, 17, 343, 26, 352 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. In particular the claims recite "one digital format" it is not clear what applicant is attempting to encompass with regard to this recitation since this term does not find an explicit definition in the specification as filed. Appropriate correction and clarification is required.
16. Claims 69, 392, 122, 443, 102, 423, 136, 456, 137, 457, 138, 458, 469, 476, 134, 454, 135, 455 rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. In particular it is not clear whether applicant intends these claims to be further limiting since they do not contain positively recited language. These claims recite "can", "cannot", "optionally", "may". Appropriate correction and clarification is required.
17. Claims 27, 353, 28, 354 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. In particular it is not clear how the "electronic communication comprises a format corresponding to a template". Is this a new electronic communication? It is not clear as to what this is attempting to encompass based on the original specification. Appropriate clarification and correction is required.

***Claim Rejections - 35 USC § 102***

18. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

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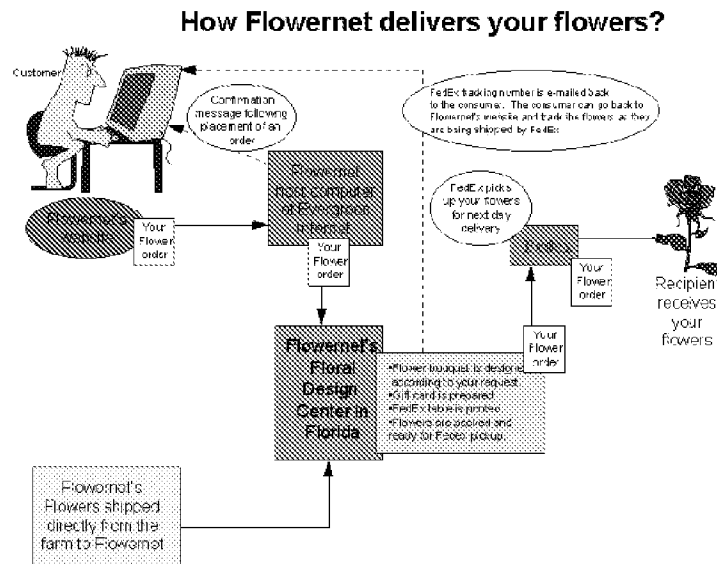
(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

19. Claim 482 is rejected under 35 U.S.C. 102(b) as being anticipated by FlowerNet.pdf (NPL\_FlowersNet\_; 20 of 27; 21 of 27; 24 of 27).

**Claim 482 –**

FlowerNet.pdf disclose:

- Apparatus comprising a computer system providing a web site which provides a single point of access to viewing and purchasing flowers and having the flowers delivered via a waybill. (see at least NPL\_FlowersNet\_; 20 of 27; 21 of 27; 24 of 27)



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**Claim Rejections - 35 USC § 103**

20. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

21. The factual inquiries set forth in *Graham v. John Deere Co.*, 383 U.S. 1, 148 USPQ 459 (1966), that are applied for establishing a background for determining obviousness under 35 U.S.C. 103(a) are summarized as follows:

1. Determining the scope and contents of the prior art.
2. Ascertaining the differences between the prior art and the claims at issue.
3. Resolving the level of ordinary skill in the pertinent art.
4. Considering objective evidence present in the application indicating obviousness or nonobviousness.

22. Claims 1-2 and 327-328 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867).

**Claim 1 –**

Chelliah et al. disclose:

- *a method including the steps of: (see at least Fig. 1 of Chelliah et al.)*

Chelliah et al. disclose:

- *receiving an order for a product from an ordering computer, via a digital network, at a computer system; (see at least col. 6, ll. 4-12 (electronic mall); col. 6, ll. 37-43 (customer; electronic storefront); col. 12, l. 28 (transaction processing); col. 12, ll. 34-36, 43-45, 50-55 (total price, i.e. product price, tax, shipping); col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l. 6 (order fulfillment; order has been processed; arrange for delivery of goods to customer; calls payment handler interface to settle payment) of Chelliah et al.)*

Chelliah et al. disclose:

- *receiving waybill data from a computer of a shipper, via digital network, at the computer system; (see col. 6, ll. 44-48 (external commerce subsystem, i.e. FedEx's Powership shipping management for shipping); col. 6, l. 57 (external commerce subsystems interfaces); col. 8, ll. 37-38 (external commerce subsystem); col. 8, l. 44 (shipping); col. 8, ll. 48-49 (FedEx's on-site personal computer-based shipping calculator (shipping)); col. 11, ll. 29-39 (shipping cost engine) of Chelliah et al.)*

Chelliah et al. does not explicitly disclose:

- *processing the order and the waybill data, with the computer system so as to produce an electronic communication which is output to the digital network and \*\*which, when printed on one sheet, comprises a waybill and a specification of the product that fulfills the order by a shipment of the product with the waybill.*

Bain et al. as evidenced by Hamisch, Sr. teach *processing the order and the waybill data, with the computer system so as to produce an electronic communication which is output to the digital network and \*\*which, when printed on one sheet, comprises a waybill and a specification of the product that fulfills the order by a*

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*shipment of the product with the waybill* (see at least col. 5, ll. 60-62 (receive purchase order from mainframe computer) of Bain et al.; col. 7, ll. 28-55 (purchase order number, purchase order date, required delivery date, shipping destination code, shipping cost, product identification, date shipped, estimated arrival date, UCC tracking number; carrier such as UPS, quantity ordered, quantity packed, shipping charge indication, shipping charge amount, carrier tracer number) of Bain et al.; col. 8, ll. 14-16, 22-34 (data for transmission to a marking printer in order to print a shipping label and a packing list label; compliance shipping label includes shipping carrier, purchase order number, barcoded tracking number (Fig. 2); packing list label (Fig. 3); marking printer is a printer that prints information on a web of record members such as labels that are affixable to a container such as a box) of Bain et al.; col. 10, ll. 39-42 (purchase order via down load from a main frame computer) of Bain et al.; Abstract (record members in the form of a web of pressure sensitive labels) of Hamisch, Sr.; col. 2, l. 63 through col. 3, l. 8 of Hamisch, Sr.). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. to include *processing the order and the waybill data, with the computer system so as to produce an electronic communication which is output to the digital network and which, when printed on one sheet, comprises a waybill and a specification of the product that fulfills the order by a shipment of the product with the waybill* as taught by Bain et al. as evidenced by Hamisch, Sr. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in this way since the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Hamish, Sr. teach the record members are readily individually removed or released from the backing for application to merchandise because of a coating applied to the backing material as is conventional (see at least col. 3, ll. 3-7 of Hamisch, Sr.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.).

**\*\*The Examiner notes that the recitation “which, when printed on one sheet, comprises a waybill and a specification of the product that fulfills the order by a shipment of the product with the waybill” is not positively recited and therefore does not require further consideration. However, for purposes of compact prosecution and in the event Applicant amends the claim to positively recite this limitation, and therefore being required, by claim the Examiner hereby provides the appropriate art to address this limitation.**

**Claim 327 –**

Claim 327 is directed to an apparatus. Claim 1 is directed to a method. Claim 327 recites substantially similar limitations as those addressed above for claim 1. Claim 327 is therefore rejected for the same reasons as set forth above for claim 1. Claim 327 further recites “a memory storing computer program instructions, which when run cause the computer system to perform operations including processing an order” which is taught by Chelliah et al. at least at col. 5, ll. 56-61 and col. 28, ll. 20-46.

**Claim 2 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

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Chelliah et al. does not explicitly disclose:

- *further including associating a customer-specified delivery date with the order.*

Bain et al. teach *further including associating a customer-specified delivery date with the order* (see at least col. 5, ll. 60-62 (receive purchase order from mainframe computer) of Bain et al.; col. 7, ll. 28-55 (purchase order number, purchase order date, required delivery date) of Bain et al.). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. to include *further including associating a customer-specified delivery date with the order* as taught by Bain et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in this way since the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 328 –**

Claim 328 is directed to an apparatus and is dependent from claim 327. Claim 2 is directed to a method and is dependent from claim 1. Claim 328 recites substantially similar limitations as those addressed above for claim 2. Claim 328 is therefore rejected for the same reasons as set forth above for claim 2.

23. Claims 3 and 329 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Slotznick (US 5983200).

**Claim 3 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including associating credit or charge card information with a customer-specified delivery date for a delayed order such that the card information corresponding to the order is available at a time of the shipment of the delayed order.*

Slotznick teach *further including associating credit or charge card information with a customer-specified delivery date for a delayed order such that the card information corresponding to the order is available at a time of the shipment of the delayed order* (see at least col. 2, ll. 49-54 (both payment and delivery can be

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specified for future occurrence); col. 17, ll. 43-45 (enter his/her credit account for later debiting when the order is executed); col. 20, ll. 18-29 (order entered into memory)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *further including associating credit or charge card information with a customer-specified delivery date for a delayed order such that the card information corresponding to the order is available at a time of the shipment of the delayed order* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 329 –**

Claim 329 is directed to an apparatus and is dependent from claim 327. Claim 3 is directed to a method and is dependent from claim 1. Claim 329 recites substantially similar limitations as those addressed above for claim 3. Claim 329 is therefore rejected for the same reasons as set forth above for claim 3.

24. Claims 4-11 and 330-337 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867).

**Claim 4 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including sending a communication, from the computer system to a financial institution computer system, so as to only initiate a payment corresponding to the order at a time subsequent to the shipment of the product with the waybill. (see at least col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l. 6 (order fulfillment; order has been processed; arrange for delivery of goods to customer; calls payment handler interface to settle payment); col. 17, ll. 45-51 (when the selected products are indicated as shipped, Order Fulfillment Subsystem calls Payment Handler Interface to request the payment that was previously authorized) of Chelliah et al.)*

**Claim 330 –**

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Claim 330 is directed to an apparatus and is dependent from claim 327. Claim 4 is directed to a method and is dependent from claim 1. Claim 330 recites substantially similar limitations as those addressed above for claim 4. Claim 330 is therefore rejected for the same reasons as set forth above for claim 4.

**Claim 5 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including sending a communication, from the computer system to a financial institution computer system and triggered by the shipment of the product with the waybill, so as to initiate a payment corresponding to the order. (see at least col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l. 6 (order fulfillment; order has been processed; arrange for delivery of goods to customer; calls payment handler interface to settle payment); col. 17, ll. 45-51 (when the selected products are indicated as shipped, Order Fulfillment Subsystem calls Payment Handler Interface to request the payment that was previously authorized) of Chelliah et al.)*

**Claim 331 –**

Claim 331 is directed to an apparatus and is dependent from claim 327. Claim 5 is directed to a method and is dependent from claim 1. Claim 331 recites substantially similar limitations as those addressed above for claim 5. Claim 331 is therefore rejected for the same reasons as set forth above for claim 5.

**Claim 6 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including sending a communication, from the computer system to a financial institution computer system, so as to initiate payment corresponding to the order being fulfilled. (see at least col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l. 6 (order fulfillment; order has been processed; arrange for delivery of goods to customer; calls payment handler interface to settle payment) of Chelliah et al.)*

**Claim 332 –**

Claim 332 is directed to an apparatus and is dependent from claim 327. Claim 6 is directed to a method and is dependent from claim 1. Claim 332 recites substantially similar limitations as those addressed above for claim 6. Claim 332 is therefore rejected for the same reasons as set forth above for claim 6.

**Claim 7 –**

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Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including sending a first communication prior to the shipment, from the computer system to a financial institution computer system, to verify card availability, and sending a second communication subsequent to the shipment, from the computer system to a financial institution computer system so as to initiate payment corresponding with the order being fulfilled. (see at least col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l. 6 (order fulfillment; order has been processed; arrange for delivery of goods to customer; calls payment handler interface to settle payment) ; col. 17, ll. 45-51 (when the selected products are indicated as shipped, Order Fulfillment Subsystem calls Payment Handler Interface to request the payment that was previously authorized) of Chelliah et al.)*

**Claim 333 –**

Claim 333 is directed to an apparatus and is dependent from claim 327. Claim 7 is directed to a method and is dependent from claim 1. Claim 333 recites substantially similar limitations as those addressed above for claim 7. Claim 333 is therefore rejected for the same reasons as set forth above for claim 7.

**Claim 8 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including communicating billing information corresponding to the order to a visa\*\* financial institution computer system. (see at least col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l. 6 (order fulfillment; order has been processed; arrange for delivery of goods to customer; calls payment handler interface to settle payment) of Chelliah et al.)*

\*\*Please note that Visa is a trademark and any claims directed to a specific trademark are not permitted. For purposes of examination the Examiner has interpreted this limitation generically as "a financial institution computer".

**Claim 334 –**

Claim 334 is directed to an apparatus and is dependent from claim 327. Claim 8 is directed to a method and is dependent from claim 1. Claim 334 recites substantially similar limitations as those addressed above for claim 8. Claim 334 is therefore rejected for the same reasons as set forth above for claim 8.

**Claim 9 –**



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Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including communicating billing information corresponding to the order to a MasterCard\*\* financial institution computer system. (see at least col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l. 6 (order fulfillment; order has been processed; arrange for delivery of goods to customer; calls payment handler interface to settle payment) of Chelliah et al.)*

\*\*Please note that MasterCard is a trademark and any claims directed to a specific trademark are not permitted. For purposes of examination the Examiner has interpreted this limitation generically as "a financial institution computer".

**Claim 335 –**

Claim 335 is directed to an apparatus and is dependent from claim 327. Claim 9 is directed to a method and is dependent from claim 1. Claim 335 recites substantially similar limitations as those addressed above for claim 9. Claim 335 is therefore rejected for the same reasons as set forth above for claim 9.

**Claim 10 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including communicating billing information corresponding to the order to a Discover\*\* financial institution computer system. (see at least col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l. 6 (order fulfillment; order has been processed; arrange for delivery of goods to customer; calls payment handler interface to settle payment) of Chelliah et al.)*

\*\*Please note that Discover is a trademark and any claims directed to a specific trademark are not permitted. For purposes of examination the Examiner has interpreted this limitation generically as "a financial institution computer".

**Claim 336 –**

Claim 336 is directed to an apparatus and is dependent from claim 327. Claim 10 is directed to a method and is dependent from claim 1. Claim 336 recites substantially similar limitations as those addressed above for claim 10. Claim 336 is therefore rejected for the same reasons as set forth above for claim 10.

**Claim 11 –**

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Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including communicating billing information corresponding to the order to a American Express\*\* financial institution computer system. (see at least col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l. 6 (order fulfillment; order has been processed; arrange for delivery of goods to customer; calls payment handler interface to settle payment) of Chelliah et al.)*

\*\*Please note that American Express is a trademark and any claims directed to a specific trademark are not permitted. For purposes of examination the Examiner has interpreted this limitation generically as "a financial institution computer".

#### **Claim 337 –**

Claim 337 is directed to an apparatus and is dependent from claim 327. Claim 11 is directed to a method and is dependent from claim 1. Claim 337 recites substantially similar limitations as those addressed above for claim 11. Claim 337 is therefore rejected for the same reasons as set forth above for claim 11.

25. Claims 12-13 and 338-339 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Fisher et al. (US 6047264).

#### **Claim 12 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including sending a communication to a financial institution computer system to obtain a payment corresponding to the order [[responsive to receiving data triggered by a scan of the waybill]]. (see at least col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l. 6 (order fulfillment; order has been processed; arrange for delivery of goods to customer; calls payment handler interface to settle payment); col. 17, ll. 45-51 (when the selected products are indicated as shipped, Order Fulfillment Subsystem calls Payment Handler Interface to request the payment that was previously authorized) of Chelliah et al.)*

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- [[responsive to receiving data triggered by a scan of the waybill]].

Fisher et al. teach *responsive to receiving data triggered by a scan of the waybill* (see at least col. 2, ll. 8-30; col. 3, ll. 6-21 (status query, common carrier, status receiver, status database)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the

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method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *responsive to receiving data triggered by a scan of the waybill* as taught by Fisher et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since it allows for automatically notifying a party of the status of the delivery without requiring submission of a status request or special profile information from the party (see at least col. 1, ll. 49-53 of Fisher et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 338 –**

Claim 338 is directed to an apparatus and is dependent from claim 327. Claim 12 is directed to a method and is dependent from claim 1. Claim 338 recites substantially similar limitations as those addressed above for claim 12. Claim 338 is therefore rejected for the same reasons as set forth above for claim 12.

**Claim 13 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including communicating so as to verify availability of the card, and processing to bill the card responsive to receiving a communication [[from the shipper computer]] indicating that the product has been shipped (see at least col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l. 6 (order fulfillment; order has been processed; arrange for delivery of goods to customer; calls payment handler interface to settle payment); col. 17, ll. 45-51 (when the selected products are indicated as shipped, Order Fulfillment Subsystem calls Payment Handler Interface to request the payment that was previously authorized) of Chelliah et al.)*

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *a communication [[from the shipper computer]] indicating that the product has been shipped.*

Fisher et al. teach a communication [[from the shipper computer]] indicating that the product has been shipped (see at least col. 2, ll. 8-30; col. 3, ll. 6-21 (status query, common carrier, status receiver, status database)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by

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Hamisch, Sr. to include *a communication [[from the shipper computer]] indicating that the product has been shipped* as taught by Fisher et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since it allows for automatically notifying a party of the status of the delivery without requiring submission of a status request or special profile information from the party (see at least col. 1, ll. 49-53 of Fisher et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 339 –**

Claim 339 is directed to an apparatus and is dependent from claim 327. Claim 13 is directed to a method and is dependent from claim 1. Claim 339 recites substantially similar limitations as those addressed above for claim 13. Claim 339 is therefore rejected for the same reasons as set forth above for claim 13.

26. Claims 14 and 340 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_FlowerNet.pdf.

**Claim 14 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the receiving an order is carried out via a web page which automatically triggers the electronic communication to be sent so as to be received at a distribution center.*

NPL\_FlowerNet teach *wherein the receiving an order is carried out via a web page which automatically triggers the electronic communication to be sent so as to be received at a distribution center* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center; NPL\_FlowersNet27 of 27 (as orders are taken, invoices are simultaneously printed in the distribution department and customer orders are assembled within minutes). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the receiving an order is carried out via a web page which automatically triggers the electronic communication to be sent so as to be received at a distribution center* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since FlowerNet is the only direct marketing service for fresh cut

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flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped, estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 340 –**

Claim 340 is directed to an apparatus and is dependent from claim 327. Claim 14 is directed to a method and is dependent from claim 1. Claim 340 recites substantially similar limitations as those addressed above for claim 14. Claim 340 is therefore rejected for the same reasons as set forth above for claim 14.

27. Claims 15-19 and 341-342, 345-345 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867).

**Claim 15 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *wherein the receiving the waybill data comprises the waybill data from a Federal Express\*\* computer system,, (see col. 6, ll. 44-48 (external commerce subsystem, i.e. FedEx's Powership shipping management for shipping); col. 6, l. 57 (external commerce subsystems interfaces); col. 8, ll. 37-38 (external commerce subsystem); col. 8, l. 44 (shipping); col. 8, ll. 48-49 (FedEx's on-site personal computer-based shipping calculator (shipping)); col. 11, ll. 29-39 (shipping cost engine); Fig. 2 of Chelliah et al.)*

\*\*Please note that Federal Express is a trademark and any claims directed to a specific trademark are not permitted. For purposes of examination the Examiner has interpreted this limitation generically as "carrier/shipper computer system".

Chelliah et al. does not explicitly disclose:

- *wherein the electronic communication is in one digital format^^*

Bain et al. *wherein the electronic communication is in one digital format* (see at least col. 2, ll. 23-26 (purchase order data may be downloaded from a mainframe having a predetermined format); col. 5, ll. 60-62 (receive purchase order from mainframe computer) of Bain et al.; col. 7, ll. 28-55 (purchase order number, purchase order date, required delivery date, shipping destination code, shipping cost, product identification, date shipped, estimated arrival date, UCC tracking number; carrier such as UPS, quantity ordered, quantity packed, shipping charge indication, shipping charge amount, carrier tracer number) of Bain et al.). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of

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Chelliah et al. to include *wherein the electronic communication is in one digital format* as taught by Bain et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in this way since the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.).

^^Please note that "one digital format" has not been defined in the specification. Therefore, it is not clear what applicants are attempting to encompass with the term "one digital format." For purposes of examination, the Examiner has interpreted this recitation as "digital format".

**Claim 341 –**

Claim 341 is directed to an apparatus and is dependent from claim 327. Claim 15 is directed to a method and is dependent from claim 1. Claim 341 recites substantially similar limitations as those addressed above for claim 15. Claim 341 is therefore rejected for the same reasons as set forth above for claim 15.

**Claim 16 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *wherein the receiving the waybill data comprises the waybill data from a UPS\*\* computer system, and (see col. 6, ll. 44-48 (external commerce subsystem, i.e. FedEx's Powership shipping management for shipping); col. 6, l. 57 (external commerce subsystems interfaces); col. 8, ll. 37-38 (external commerce subsystem); col. 8, l. 44 (shipping); col. 8, ll. 48-49 (FedEx's on-site personal computer-based shipping calculator (shipping)); col. 11, ll. 29-39 (shipping cost engine); Fig. 2 of Chelliah et al.)*

\*\*Please note that UPS is a trademark and any claims directed to a specific trademark are not permitted. For purposes of examination the Examiner has interpreted this limitation generically as "carrier/shipper computer system".

Chelliah et al. does not explicitly disclose:

- *wherein the electronic communication is in one digital format^^*

Bain et al. *wherein the electronic communication is in one digital format* (see at least col. 2, ll. 23-26 (purchase order data may be downloaded from a mainframe having a predetermined format); col. 5, ll. 60-62 (receive purchase order from mainframe computer) of Bain et al.; col. 7, ll. 28-55 (purchase order number, purchase order date, required delivery date, shipping destination code, shipping cost, product identification, date shipped, estimated arrival date, UCC tracking number; carrier such as UPS, quantity ordered, quantity packed, shipping charge indication, shipping charge amount, carrier tracer number) of Bain et al.). It would

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have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. to include *wherein the electronic communication is in one digital format* as taught by Bain et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in this way since the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.).

^^Please note that "one digital format" has not been defined in the specification. Therefore, it is not clear what applicants are attempting to encompass with the term "one digital format." For purposes of examination, the Examiner has interpreted this recitation as "digital format".

**Claim 342 –**

Claim 342 is directed to an apparatus and is dependent from claim 327. Claim 16 is directed to a method and is dependent from claim 1. Claim 342 recites substantially similar limitations as those addressed above for claim 16. Claim 342 is therefore rejected for the same reasons as set forth above for claim 16.

**Claim 17 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. does not explicitly disclose:

- *wherein the electronic communication is in one digital format*^^.

Bain et al. *wherein the electronic communication is in one digital format* (see at least col. 2, ll. 23-26 (purchase order data may be downloaded from a mainframe having a predetermined format); col. 5, ll. 60-62 (receive purchase order from mainframe computer) of Bain et al.; col. 7, ll. 28-55 (purchase order number, purchase order date, required delivery date, shipping destination code, shipping cost, product identification, date shipped, estimated arrival date, UCC tracking number; carrier such as UPS, quantity ordered, quantity packed, shipping charge indication, shipping charge amount, carrier tracer number) of Bain et al.). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. to include *wherein the electronic communication is in one digital format* as taught by Bain et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in this way since the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.).

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^^Please note that "one digital format" has not been defined in the specification. Therefore, it is not clear what applicants are attempting to encompass with the term "one digital format." For purposes of examination, the Examiner has interpreted this recitation as "digital format".

**Claim 18 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. does not explicitly disclose:

- *wherein the specification comprises a packing list*

Bain et al. teach *wherein the specification comprises a packing list* (see at least col. 8, ll. 14-16, 22-34 (data for transmission to a marking printer in order to print a shipping label and a packing list label; packing list label (Fig. 3); marking printer is a printer that prints information on a web of record members such as labels that are affixable to a container such as a box) of Bain et al.). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. to include *wherein the specification comprises a packing list* as taught by Bain et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in this way since the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.).

**Claim 345 –**

Claim 345 is directed to an apparatus and is dependent from claim 327. Claim 18 is directed to a method and is dependent from claim 1. Claim 345 recites substantially similar limitations as those addressed above for claim 18. Claim 345 is therefore rejected for the same reasons as set forth above for claim 18.

**Claim 19 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. does not explicitly disclose:

- *wherein the specification comprises a code*

Bain et al. teach *wherein the specification comprises a code* (see at least col. 8, ll. 14-16, 22-34 (data for transmission to a marking printer in order to print a shipping label and a packing list label; packing list label, Item No. & Quantity (Fig. 3); marking printer is a printer that prints information on a web of record members such as labels that are affixable to a container such as a box) of Bain et al.). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. to include *wherein the specification comprises a code* as taught by Bain et al. One of ordinary skill in the art at the



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time of the invention would have been motivated to expand the method of Chelliah et al. in this way since the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.).

**Claim 346 –**

Claim 346 is directed to an apparatus and is dependent from claim 327. Claim 19 is directed to a method and is dependent from claim 1. Claim 346 recites substantially similar limitations as those addressed above for claim 19. Claim 346 is therefore rejected for the same reasons as set forth above for claim 19.

28. Claim 20 is rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Fisher et al. (US 6047264).

**Claim 20 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. does not explicitly disclose:

- *further including obtaining shipping status information from the shipper computer.*

Fisher et al. teach *further including obtaining shipping status information from the shipper computer* (see at least col. 2, ll. 8-30; col. 3, ll. 6-21 (status query, common carrier, status receiver, status database)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including obtaining shipping status information from the shipper computer* as taught by Fisher et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since it allows for automatically notifying a party of the status of the delivery without requiring submission of a status request or special profile information from the party (see at least col. 1, ll. 49-53 of Fisher et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

29. Claims 21 and 347 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867).

**Claim 21 –**

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Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. does not explicitly disclose:

- *further including assigning a code to the order*

Bain et al. teach *further including assigning a code to the order* (see at least col. 5, ll. 60-62 (receive purchase order from mainframe computer) of Bain et al.; col. 7, ll. 28-55 (purchase order number, purchase order date, required delivery date, shipping destination code, shipping cost, product identification, date shipped, estimated arrival date, UCC tracking number; carrier such as UPS, quantity ordered, quantity packed, shipping charge indication, shipping charge amount, carrier tracer number) of Bain et al.; col. 8, ll. 14-16, 22-34 (data for transmission to a marking printer in order to print a shipping label and a packing list label; compliance shipping label includes shipping carrier, purchase order number, barcoded tracking number (Fig. 2); packing list label (Fig. 3); marking printer is a printer that prints information on a web of record members such as labels that are affixable to a container such as a box) of Bain et al.). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. to include *further including assigning a code to the order* as taught by Bain et al. as evidenced by Hamisch, Sr. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in this way since the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.).

**Claim 347 –**

Claim 347 is directed to an apparatus and is dependent from claim 327. Claim 21 is directed to a method and is dependent from claim 1. Claim 347 recites substantially similar limitations as those addressed above for claim 21. Claim 347 is therefore rejected for the same reasons as set forth above for claim 21.

30. Claims 22 and 348 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Fisher et al. (US 6047264).

**Claim 22 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. does not explicitly disclose:

- *further including associating a code with the order, [[obtaining shipping status from the shipper computer and associating the status with the code]].*

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Bain et al. teach *further including associating a code with the order* (see at least col. 5, ll. 60-62 (receive purchase order from mainframe computer) of Bain et al.; col. 7, ll. 28-55 (purchase order number, purchase order date, required delivery date, shipping destination code, shipping cost, product identification, date shipped, estimated arrival date, UCC tracking number; carrier such as UPS, quantity ordered, quantity packed, shipping charge indication, shipping charge amount, carrier tracer number) of Bain et al.; col. 8, ll. 14-16, 22-34 (data for transmission to a marking printer in order to print a shipping label and a packing list label; compliance shipping label includes shipping carrier, purchase order number, barcoded tracking number (Fig. 2); packing list label (Fig. 3); marking printer is a printer that prints information on a web of record members such as labels that are affixable to a container such as a box) of Bain et al.). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. to include *further including associating a code with the order* as taught by Bain et al. as evidenced by Hamisch, Sr. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in this way since the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.).

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. does not explicitly disclose:

- *obtaining shipping status from the shipper computer and associating the status with the code.*

Fisher et al. teach *obtaining shipping status from the shipper computer and associating the status with the code* (see at least col. 2, ll. 8-30; col. 3, ll. 6-21 (status query, common carrier, status receiver, status database)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *obtaining shipping status from the shipper computer and associating the status with the code* as taught by Fisher et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since it allows for automatically notifying a party of the status of the delivery without requiring submission of a status request or special profile information from the party (see at least col. 1, ll. 49-53 of Fisher et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 348 –**

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Claim 348 is directed to an apparatus and is dependent from claim 327. Claim 22 is directed to a method and is dependent from claim 1. Claim 348 recites substantially similar limitations as those addressed above for claim 22. Claim 348 is therefore rejected for the same reasons as set forth above for claim 22.

31. Claims 23 and 349 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Franklin et al. (US 6125352).

**Claim 23 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. does not explicitly disclose:

- *further including associating a code with the order [[and providing a web page showing the order code]].*

Bain et al. teach *further including associating a code with the order* (see at least col. 5, ll. 60-62 (receive purchase order from mainframe computer) of Bain et al.; col. 7, ll. 28-55 (purchase order number, purchase order date, required delivery date, shipping destination code, shipping cost, product identification, date shipped, estimated arrival date, UCC tracking number; carrier such as UPS, quantity ordered, quantity packed, shipping charge indication, shipping charge amount, carrier tracer number) of Bain et al.; col. 8, ll. 14-16, 22-34 (data for transmission to a marking printer in order to print a shipping label and a packing list label; compliance shipping label includes shipping carrier, purchase order number, barcoded tracking number (Fig. 2); packing list label (Fig. 3); marking printer is a printer that prints information on a web of record members such as labels that are affixable to a container such as a box) of Bain et al.). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. to include *further including associating a code with the order* as taught by Bain et al. as evidenced by Hamisch, Sr. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in this way since the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.).

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. does not explicitly disclose:

- *providing a web page showing the order code.*

Franklin et al. teach *providing a web page showing the order code* (see at least col. 29, ll. 1-17). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *providing a web page showing the order code* as taught by Franklin et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch,

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Sr. in this way since it allows a user to view order status history, the order status presented to the user can be SHIPPED, CANCELLED, WAITING INVENTORY, etc. which is displayed to the user via the web browser (see at least col. 28, l. 66 through col. 29, l. 16 of Franklin et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 349 –**

Claim 349 is directed to an apparatus and is dependent from claim 327. Claim 23 is directed to a method and is dependent from claim 1. Claim 349 recites substantially similar limitations as those addressed above for claim 23. Claim 349 is therefore rejected for the same reasons as set forth above for claim 23.

32. Claims 24 and 350 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Slotznick (US 5983200).

**Claim 24 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. does not explicitly disclose:

- *further including receiving identification of a name of a holiday without a date for the holiday, wherein the holiday has a year-to-year shifting date, and automatically applying a date to the order from the identification of the name of the holiday, and wherein the electronic communication communicates the automatically applied date.*

Slotznick teach *further including receiving identification of a name of a holiday without a date for the holiday, wherein the holiday has a year-to-year shifting date, and automatically applying a date to the order from the identification of the name of the holiday, and wherein the electronic communication communicates the automatically applied date* (see at least col. 18, ll. 48-55 (Easter); col. 2, ll. 49-54 (both payment and delivery can be specified for future occurrence); col. 17, ll. 43-45 (enter his/her credit account for later debiting when the order is executed); col. 20, ll. 18-29 (order entered into memory)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *further including receiving identification of a name of a holiday without a date for the holiday, wherein the holiday has a year-to-year shifting date, and automatically applying a date to the order from the identification of the name of the holiday, and wherein the electronic communication communicates the automatically applied date* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in

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view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 350 –**

Claim 350 is directed to an apparatus and is dependent from claim 327. Claim 24 is directed to a method and is dependent from claim 1. Claim 350 recites substantially similar limitations as those addressed above for claim 24. Claim 350 is therefore rejected for the same reasons as set forth above for claim 24.

33. Claims 25-29 and 351-355 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_FlowerNet.pdf.

**Claim 25 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. does not explicitly disclose:

- *further including receiving a consumer-composed personal message to a recipient of the product, and wherein the electronic communication communicates the consumer composed personal message.*

NPL\_FlowerNet teach *further including receiving a consumer-composed personal message to a recipient of the product, and wherein the electronic communication communicates the consumer composed personal message* (see at least NPL\_FlowersNet\_24 of 27 (flower bouquet is designed according to your request; gift card is prepared; flowers are packed and ready for FedEx pickup); NPL\_FlowersNet\_14 of 27 (a care and handling package as well as a gift card with your personal message are also added to your flower order)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including receiving a consumer-composed personal message to a recipient of the product, and wherein the electronic communication communicates the consumer composed personal message* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-

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61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 351 –**

Claim 351 is directed to an apparatus and is dependent from claim 327. Claim 25 is directed to a method and is dependent from claim 1. Claim 351 recites substantially similar limitations as those addressed above for claim 25. Claim 351 is therefore rejected for the same reasons as set forth above for claim 25.

**Claim 26 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. does not explicitly disclose:

- *further including receiving a consumer-composed personal message to a recipient of the product and wherein the electronic communication communicates the consumer-composed personal message, and [[wherein the electronic communication is in one digital format^^]]*

NPL\_FlowerNet teach *further including receiving a consumer-composed personal message to a recipient of the product and wherein the electronic communication communicates the consumer-composed personal message*, (see at least NPL\_FlowersNet\_24 of 27 (flower bouquet is designed according to your request; gift card is prepared; flowers are packed and ready for FedEx pickup); NPL\_FlowersNet\_14 of 27 (a care and handling package as well as a gift card with your personal message are also added to your flower order)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including receiving a consumer-composed personal message to a recipient of the product and wherein the electronic communication communicates the consumer-composed personal message, and* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. does not explicitly disclose:

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- *wherein the electronic communication is in one digital format*<sup>^^</sup>

Bain et al. *wherein the electronic communication is in one digital format* (see at least col. 2, ll. 23-26 (purchase order data may be downloaded from a mainframe having a predetermined format); col. 5, ll. 60-62 (receive purchase order from mainframe computer) of Bain et al.; col. 7, ll. 28-55 (purchase order number, purchase order date, required delivery date, shipping destination code, shipping cost, product identification, date shipped, estimated arrival date, UCC tracking number; carrier such as UPS, quantity ordered, quantity packed, shipping charge indication, shipping charge amount, carrier tracer number) of Bain et al.). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. to include *wherein the electronic communication is in one digital format* as taught by Bain et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in this way since the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.).

<sup>^^</sup>Please note that "one digital format" has not been defined in the specification. Therefore, it is not clear what applicants are attempting to encompass with the term "one digital format." For purposes of examination, the Examiner has interpreted this recitation as "digital format".

#### **Claim 352 –**

Claim 352 is directed to an apparatus and is dependent from claim 327. Claim 26 is directed to a method and is dependent from claim 1. Claim 352 recites substantially similar limitations as those addressed above for claim 26. Claim 352 is therefore rejected for the same reasons as set forth above for claim 26.

#### **Claim 27 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. does not explicitly disclose:

- *further including receiving a consumer-composed personal message to a recipient of the product, and locating the message into a template, and wherein the electronic communication comprises a format corresponding to the template.*

NPL\_FlowerNet teach *further including receiving a consumer-composed personal message to a recipient of the product, and locating the message into a template, and wherein the electronic communication comprises a format corresponding to the template* (see at least NPL\_FlowersNet\_24 of 27 (flower bouquet is designed according to your request; gift card is prepared; flowers are packed and ready for FedEx pickup); NPL\_FlowersNet\_14 of 27 (a care and handling package as well as a gift card with your personal message are also added to your flower order)). It would have been obvious to one of ordinary skill in the art at the



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time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including receiving a consumer-composed personal message to a recipient of the product, and locating the message into a template, and wherein the electronic communication comprises a format corresponding to the template* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flownet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 353 –**

Claim 353 is directed to an apparatus and is dependent from claim 327. Claim 27 is directed to a method and is dependent from claim 1. Claim 353 recites substantially similar limitations as those addressed above for claim 27. Claim 353 is therefore rejected for the same reasons as set forth above for claim 27.

**Claim 28 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. does not explicitly disclose:

- *further including receiving a consumer-composed personal message to a recipient of the product, and locating in a template the message and a corresponding code or packing list as the specification of the product and wherein the electronic communication comprises a format corresponding to the template.*

NPL\_FlowerNet teach *further including receiving a consumer-composed personal message to a recipient of the product, and locating in a template the message and a corresponding code or packing list as the specification of the product and wherein the electronic communication comprises a format corresponding to the template* (see at least NPL\_FlowersNet\_24 of 27 (flower bouquet is designed according to your request; gift card is prepared; flowers are packed and ready for FedEx pickup); NPL\_FlowersNet\_14 of 27 (a care and handling package as well as a gift card with your personal message are also added to your flower order)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including receiving a consumer-composed personal message to a recipient of the product, and locating in a template the message and a corresponding code or packing list as the specification of the product and wherein the electronic communication comprises a format corresponding to the template* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method

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of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flownet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 354 –**

Claim 354 is directed to an apparatus and is dependent from claim 327. Claim 28 is directed to a method and is dependent from claim 1. Claim 354 recites substantially similar limitations as those addressed above for claim 28. Claim 354 is therefore rejected for the same reasons as set forth above for claim 28.

**Claim 29 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. does not explicitly disclose:

- *wherein the electronic communication communicates a delivery date.*

Bain et al. teach *wherein the electronic communication communicates a delivery date* (see at least col. 5, ll. 60-62 (receive purchase order from mainframe computer) of Bain et al.; col. 7, ll. 28-55 (purchase order number, purchase order date, required delivery date, shipping destination code, shipping cost, product identification, date shipped, estimated arrival date, UCC tracking number; carrier such as UPS, quantity ordered, quantity packed, shipping charge indication, shipping charge amount, carrier tracer number) of Bain et al.; col. 8, ll. 14-16, 22-34 (data for transmission to a marking printer in order to print a shipping label and a packing list label; compliance shipping label includes shipping carrier, purchase order number, barcoded tracking number (Fig. 2); packing list label (Fig. 3); marking printer is a printer that prints information on a *web of record members* such as *labels* that are affixable to a container such as a box) of Bain et al.). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. to include *wherein the electronic communication communicates a delivery date* as taught by Bain et. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in this way since the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.).

**Claim 355 –**

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Claim 355 is directed to an apparatus and is dependent from claim 327. Claim 29 is directed to a method and is dependent from claim 1. Claim 355 recites substantially similar limitations as those addressed above for claim 29. Claim 355 is therefore rejected for the same reasons as set forth above for claim 29.

34. Claim 30 is rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Fisher et al. (US 6047264).

**Claim 30 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. does not explicitly disclose:

- *wherein the electronic communication communicates a ship date and a delivery date.*

Fisher et al. teach *wherein the electronic communication communicates a ship date and a delivery date* (see at least col. 2, ll. 8-30; col. 3, ll. 6-21 (status query, common carrier, status receiver, status database)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the electronic communication communicates a ship date and a delivery date* as taught by Fisher et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since it allows for automatically notifying a party of the status of the delivery without requiring submission of a status request or special profile information from the party (see at least col. 1, ll. 49-53 of Fisher et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

35. Claims 31-33 and 356-358 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867).

**Claim 31 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *wherein the computer system comprises a billing server which carries out billing for the order. (see at least col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l. 6 (order fulfillment; order has been processed;*

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*arrange for delivery of goods to customer; calls payment handler interface to settle payment) of Chelliah et al.)*

**Claim 356 –**

Claim 356 is directed to an apparatus and is dependent from claim 327. Claim 31 is directed to a method and is dependent from claim 1. Claim 356 recites substantially similar limitations as those addressed above for claim 31. Claim 356 is therefore rejected for the same reasons as set forth above for claim 31.

**Claim 32 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *wherein the computer system comprises a web server which carries out the receiving of the order (see at least col. 12, ll. 1-9 (WWW site on the Internet accessed by a customer) of Chelliah et al.)*

**Claim 357 –**

Claim 357 is directed to an apparatus and is dependent from claim 327. Claim 32 is directed to a method and is dependent from claim 1. Claim 357 recites substantially similar limitations as those addressed above for claim 32. Claim 357 is therefore rejected for the same reasons as set forth above for claim 32.

**Claim 33 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *wherein the computer system comprises a web server which carries out the receiving of the order; and (see at least col. 12, ll. 1-9 (WWW site on the Internet accessed by a customer) of Chelliah et al.)*
- *further includes processing a real-time card payment corresponding to the order (see at least Fig. 2; col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l. 6 (order fulfillment; order has been processed; arrange for delivery of goods to customer; calls payment handler interface to settle payment) of Chelliah et al.)*

**Claim 358 –**

Claim 358 is directed to an apparatus and is dependent from claim 327. Claim 33 is directed to a method and is dependent from claim 1. Claim 358 recites substantially similar limitations as those addressed above for claim 33. Claim 358 is therefore rejected for the same reasons as set forth above for claim 33. Claim 358 further recites “corresponding to fulfillment of the order” which is taught by Chelliah et al. at least at col. 17, ll. 45-51 (when the selected products are indicated as shipped, Order Fulfillment Subsystem calls Payment Handler Interface to request the payment that was previously authorized).

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36. Claims 34 and 359 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Slotznick (US 5983200).

**Claim 34 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing [[web]] pages at least one of the pages being consumer-selectable to provide shopping by occasion*

Slotznick teach *further including providing pages at least one of the pages being consumer-selectable to provide shopping by occasion* (see Fig. 4 → send flowers to (name) for (occasion)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *further including providing pages at least one of the pages being consumer-selectable to provide shopping by occasion* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *providing [[web]] pages (see at least col. 12, ll. 2-9 (user interface; www browser application of Chelliah et al.))*

**Claim 359 –**

Claim 359 is directed to an apparatus and is dependent from claim 327. Claim 34 is directed to a method and is dependent from claim 1. Claim 359 recites substantially similar limitations as those addressed above for claim 34. Claim 359 is therefore rejected for the same reasons as set forth above for claim 34.

37. Claims 35-36 and 360-361 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_FlowerNet.pdf.

**Claim 35 –**

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Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *furthering including providing web pages at least on of the pages indicating an arrangement for a holiday*

NPL\_FlowerNet teach *furthering including providing web pages at least on of the pages indicating an arrangement for a holiday* (see at least NPL\_FlowersNet\_23 of 27 (Mother's Day Bouquet)); NPL\_FlowersNet\_24 of 27 (flower bouquet is designed according to your request; gift card is prepared; flowers are packed and ready for FedEx pickup). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *furthering including providing web pages at least on of the pages indicating an arrangement for a holiday* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

#### **Claim 360 –**

Claim 360 is directed to an apparatus and is dependent from claim 327. Claim 35 is directed to a method and is dependent from claim 1. Claim 360 recites substantially similar limitations as those addressed above for claim 35. Claim 360 is therefore rejected for the same reasons as set forth above for claim 35.

#### **Claim 36 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages, at least one of the pages providing a screen showing a product in more detail than in a preceding screen*

NPL\_FlowerNet teach *further including providing web pages, at least one of the pages providing a screen showing a product in more detail than in a preceding screen* (see at least NPL\_FlowersNet\_25 of 27 (Roses)); NPL\_FlowersNet\_26 of 27). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, at least one of the pages providing a screen showing a*

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*product in more detail than in a preceding screen* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 361 –**

Claim 361 is directed to an apparatus and is dependent from claim 327. Claim 36 is directed to a method and is dependent from claim 1. Claim 361 recites substantially similar limitations as those addressed above for claim 36. Claim 361 is therefore rejected for the same reasons as set forth above for claim 36.

38. Claims 37-38 and 362-363 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Tackbary et al. (US 5555496).

**Claim 37 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing [[web]] pages, at least one of the pages providing at least one screen showing order confirmation*

Tackbary et al. teach *further including providing pages, at least one of the pages providing at least one screen showing order confirmation* (see at least Fig. 10 (order summary view)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing pages, at least one of the pages providing at least one screen showing order confirmation* as taught by Tackbary et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since once the order button is clicked the order summary is displayed to the user, showing the details of the user's order (see at least col. 11, ll. 47-60 of Tackbary et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product

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identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *providing [[web]] pages (see at least col. 12, ll. 2-9 (user interface; www browser application of Chelliah et al.))*

#### **Claim 362 –**

Claim 362 is directed to an apparatus and is dependent from claim 327. Claim 37 is directed to a method and is dependent from claim 1. Claim 362 recites substantially similar limitations as those addressed above for claim 37. Claim 362 is therefore rejected for the same reasons as set forth above for claim 37.

#### **Claim 38 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing [[web]] pages, at least one of the pages providing at least one screen showing order cancellation*

Tackbary et al. teach *further including providing pages, at least one of the pages providing at least one screen showing order cancellation* (see at least Fig. 9 (cancel); col. 9, ll. 20-24 (cancel button)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing pages, at least one of the pages providing at least one screen showing order cancellation* as taught by Tackbary et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since once the order button is clicked the order summary is displayed to the user, showing the details of the user's order (see at least col. 11, ll. 47-60 of Tackbary et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *providing [[web]] pages (see at least col. 12, ll. 2-9 (user interface; www browser application of Chelliah et al.))*



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**Claim 363 –**

Claim 363 is directed to an apparatus and is dependent from claim 327. Claim 38 is directed to a method and is dependent from claim 1. Claim 363 recites substantially similar limitations as those addressed above for claim 38. Claim 363 is therefore rejected for the same reasons as set forth above for claim 38.

39. Claims 39-40 and 364-365 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Franklin et al. (US 6125352).

**Claim 39 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages, at least one of the pages providing at least one screen showing confirmation order cancellation*

Franklin et al. teach *further including providing web pages, at least one of the pages providing at least one screen showing confirmation order cancellation* (see at least col. 29, ll. 1-17). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, at least one of the pages providing at least one screen showing confirmation order cancellation* as taught by Franklin et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since it allows a user to view order status history, the order status presented to the user can be SHIPPED, CANCELLED, WAITING INVENTORY, etc. which is displayed to the user via the web browser (see at least col. 28, l. 66 through col. 29, l. 16 of Franklin et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 364 –**

Claim 364 is directed to an apparatus and is dependent from claim 327. Claim 39 is directed to a method and is dependent from claim 1. Claim 364 recites substantially similar limitations as those addressed above for claim 39. Claim 364 is therefore rejected for the same reasons as set forth above for claim 39.

**Claim 40 –**

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Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages, at least one of the pages adapted to receive consumer modification of billing information.*

Franklin et al. teach *further including providing web pages, at least one of the pages adapted to receive consumer modification of billing information* (see at least Fig. 10 (Display options to add, edit, delete or make preferred payment sources, etc.)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, at least one of the pages adapted to receive consumer modification of billing information* as taught by Franklin et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since it facilitates viewing and manipulating payment source data in the electronic wallet which also permits consumers to view and manipulate shipping address data in the electronic address book (see at least 25, l. 65 through col. 26, l. 6 of Franklin et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 365 –**

Claim 365 is directed to an apparatus and is dependent from claim 327. Claim 40 is directed to a method and is dependent from claim 1. Claim 365 recites substantially similar limitations as those addressed above for claim 40. Claim 365 is therefore rejected for the same reasons as set forth above for claim 40.

40. Claims 41-42 and 366-367 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_FlowerNet.pdf.

**Claim 41 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages at least one of the pages providing at least one screen showing affiliates*

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NPL\_FlowerNet teach *further including providing web pages at least one of the pages providing at least one screen showing affiliates* (see at least NPL\_FlowersNet\_14 of 27 (I am interested in advertising on your web site); NPL\_FlowersNet\_20 of 27 and NPL\_FlowersNet\_21 of 27). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including further including providing web pages at least one of the pages providing at least one screen showing affiliates* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 366 –**

Claim 366 is directed to an apparatus and is dependent from claim 327. Claim 41 is directed to a method and is dependent from claim 1. Claim 366 recites substantially similar limitations as those addressed above for claim 41. Claim 366 is therefore rejected for the same reasons as set forth above for claim 41.

**Claim 42 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages, at least one of the pages providing a reminder service*

NPL\_FlowerNet teach *further including providing web pages, at least one of the pages providing a reminder service* (see at least NPL\_FlowersNet\_1 of 27 (Demo Calendar); NPL\_FlowersNet\_3 of 27 (free on line calendar and email reminder service); NPL\_FlowersNet\_6 of 27; NPL\_FlowersNet\_20 of 27 (Remind Me...)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, at least one of the pages providing a reminder service* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et

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al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 367 –**

Claim 367 is directed to an apparatus and is dependent from claim 327. Claim 42 is directed to a method and is dependent from claim 1. Claim 367 recites substantially similar limitations as those addressed above for claim 42. Claim 367 is therefore rejected for the same reasons as set forth above for claim 42.

41. Claims 43 and 368 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Slotznick (US 5983200).

**Claim 43 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing [[web]] pages at least one of the pages providing at least one screen showing an order confirmation comprising order quantity, product name and a message from a customer to a recipient of the product.*

Slotznick teach *further including providing pages at least one of the pages providing at least one screen showing an order confirmation comprising order quantity, product name and a message from a customer to a recipient of the product* (see at least Fig. 6-7). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *further including providing pages at least one of the pages providing at least one screen showing an order confirmation comprising order quantity, product name and a message from a customer to a recipient of the product* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

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Chelliah et al. disclose:

- *providing [[web]] pages (see at least col. 12, ll. 2-9 (user interface; www browser application of Chelliah et al.)*

**Claim 368 –**

Claim 368 is directed to an apparatus and is dependent from claim 327. Claim 43 is directed to a method and is dependent from claim 1. Claim 368 recites substantially similar limitations as those addressed above for claim 43. Claim 368 is therefore rejected for the same reasons as set forth above for claim 43.

42. Claims 44-45 and 369-370 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867).

**Claim 44 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including providing web pages at least one of the pages providing at least one confirm order screen. (see col. 12, ll. 1-10, 51-55 (customer returns final order to sales representative); least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

**Claim 369 –**

Claim 369 is directed to an apparatus and is dependent from claim 327. Claim 44 is directed to a method and is dependent from claim 1. Claim 369 recites substantially similar limitations as those addressed above for claim 44. Claim 369 is therefore rejected for the same reasons as set forth above for claim 44.

**Claim 45 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including providing web pages at least one of the pages providing at least one view order screen. (see col. 12, ll. 1-10, 51-55 (customer returns final order to sales representative); least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

**Claim 370 –**

Claim 370 is directed to an apparatus and is dependent from claim 327. Claim 45 is directed to a method and is dependent from claim 1. Claim 370 recites substantially similar limitations as those addressed above for claim 45. Claim 370 is therefore rejected for the same reasons as set forth above for claim 45.

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43. Claims 46 and 371 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Franklin et al. (US 6125352).

**Claim 46 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages at least one of the pages providing at least one screen showing an order status and viewable responsive to receiving a valid order number corresponding to the order status for the order*

Franklin et al. teach *further including providing web pages at least one of the pages providing at least one screen showing an order status and viewable responsive to receiving a valid order number corresponding to the order status for the order* (see at least col. 29, ll. 1-17). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages at least one of the pages providing at least one screen showing an order status and viewable responsive to receiving a valid order number corresponding to the order status for the order* as taught by Franklin et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since it allows a user to view order status history, the order status presented to the user can be SHIPPED, CANCELLED, WAITING INVENTORY, etc. which is displayed to the user via the web browser (see at least col. 28, l. 66 through col. 29, l. 16 of Franklin et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 371 –**

Claim 371 is directed to an apparatus and is dependent from claim 327. Claim 46 is directed to a method and is dependent from claim 1. Claim 371 recites substantially similar limitations as those addressed above for claim 46. Claim 371 is therefore rejected for the same reasons as set forth above for claim 46.

44. Claims 47 and 372 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above in view of Fisher et al. (US 6047264) further in view of Franklin et al. (US 6125352).

**Claim 47 –**

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Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including associating the order with an order number, [[providing web pages]], automatically polling the shipper computer, which corresponds to Federal Express\*\*, with the order number in generating order status information, [[and showing the generated order status information on at least one screen provided by at least one of the pages]]*

Fisher et al. teach *further including associating the order with an order number, automatically polling the shipper computer, which corresponds to Federal Express\*\*, with the order number in generating order status information* (see at least col. 2, ll. 8-30; col. 3, ll. 6-21 (status query, common carrier, status receiver, status database)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including associating the order with an order number, providing web pages, automatically polling the shipper computer, which corresponds to Federal Express\*\*, with the order number in generating order status information* as taught by Fisher et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since it allows for automatically notifying a party of the status of the delivery without requiring submission of a status request or special profile information from the party (see at least col. 1, ll. 49-53 of Fisher et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

\*\*Please note that Federal Express is a trademark and any claims directed to a specific trademark are not permitted. For purposes of examination the Examiner has interpreted this limitation generically as "carrier/shipper".

Chelliah et al. disclose:

- *providing web pages (see at least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. further in view of Fisher et al. do not explicitly disclose:

- *showing the generated order status information on at least one screen provided by at least one of the pages*

Franklin et al. teach *showing the generated order status information on at least one screen provided by at least one of the pages* (see at least col. 29, ll. 1-17). It would have been obvious to one of ordinary skill in

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the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *showing the generated order status information on at least one screen provided by at least one of the pages* as taught by Franklin et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since it allows a user to view order status history, the order status presented to the user can be SHIPPED, CANCELLED, WAITING INVENTORY, etc. which is displayed to the user via the web browser (see at least col. 28, l. 66 through col. 29, l. 16 of Franklin et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.). Fisher et al. teach automatically notifying a party of the status of the delivery without requiring submission of a status request or special profile information from the party (see at least col. 1, ll. 49-53 of Fisher et al.).

**Claim 372 –**

Claim 372 is directed to an apparatus and is dependent from claim 327. Claim 47 is directed to a method and is dependent from claim 1. Claim 372 recites substantially similar limitations as those addressed above for claim 47. Claim 372 is therefore rejected for the same reasons as set forth above for claim 47.

45. Claims 49 and 373 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Franklin et al. (US 6125352).

**Claim 49 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages receiving an order number at one of the pages if the order number matches an order in a database of the computer system, displaying on at least one screen corresponding to at least one of the pages a Federal Express\*\* shipment status.*

Franklin et al. teach *further including providing web pages receiving an order number at one of the pages if the order number matches an order in a database of the computer system, displaying on at least one screen corresponding to at least one of the pages a Federal Express\*\* shipment status* (see at least col. 29, ll. 1-17). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including further including providing web pages receiving an order number at one of the pages if the order number matches an order in a database of the computer system, displaying on at least one screen corresponding to*



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*at least one of the pages a Federal Express\*\* shipment status* as taught by Franklin et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since it allows a user to view order status history, the order status presented to the user can be SHIPPED, CANCELLED, WAITING INVENTORY, etc. which is displayed to the user via the web browser (see at least col. 28, l. 66 through col. 29, l. 16 of Franklin et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**\*\*Please note that Federal Express is a trademark and any claims directed to a specific trademark are not permitted. For purposes of examination the Examiner has interpreted this limitation generically as "shipment status".**

**Claim 373 –**

Claim 373 is directed to an apparatus and is dependent from claim 327. Claim 49 is directed to a method and is dependent from claim 1. Claim 373 recites substantially similar limitations as those addressed above for claim 49. Claim 373 is therefore rejected for the same reasons as set forth above for claim 49.

46. Claims 50 and 374 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Franklin et al. (US 6125352) further in view of Slotznick (US 5983200).

**Claim 50 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages receiving an order number at at least one of the pages if the order number matches an order in a database of the computer system, displaying on a screen a status corresponding to a shipment [[and a delivery date for the shipment]].*

Franklin et al. teach *further including providing web pages receiving an order number at at least one of the pages if the order number matches an order in a database of the computer system, displaying on a screen a status corresponding to a shipment* (see at least col. 29, ll. 1-17). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages receiving an order number at at least one of the pages if the order number matches an order in a database of the computer system, displaying on a screen a status corresponding to a shipment* as taught by Franklin et al. One of ordinary

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skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since it allows a user to view order status history, the order status presented to the user can be SHIPPED, CANCELLED, WAITING INVENTORY, etc. which is displayed to the user via the web browser (see at least col. 28, l. 66 through col. 29, l. 16 of Franklin et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. further in view of Franklin do not explicitly disclose:

- *displaying ... [[and a delivery date for the shipment]].*

Slotznick teach *displaying ... [[and a delivery date for the shipment]]* (see at least col., ll. 8-10; col. 20, ll. 17-29). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *displaying ... [[and a delivery date for the shipment]]* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick) and since the program calculates what date the order must be shipped and enters the date into memory, the calculated shipping date may depend on whether the delivery occasion occurs at a time of year with shipping constraints (e.g. Christmas, Valentines Day for flowers) (see col. 20, ll. 16-29 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.). Franklin et al. teaches allowing a user to view order status history, the order status presented to the user can be SHIPPED, CANCELLED, WAITING INVENTORY, etc. which is displayed to the user via the web browser (see at least col. 28, l. 66 through col. 29, l. 16 of Franklin et al.).

**Claim 374 –**

Claim 374 is directed to an apparatus and is dependent from claim 327. Claim 50 is directed to a method and is dependent from claim 1. Claim 374 recites substantially similar limitations as those addressed above for claim 50. Claim 374 is therefore rejected for the same reasons as set forth above for claim 50.

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47. Claims 51 and 375 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Tackbary et al. (US 5555496).

**Claim 51 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *providing [[web]] pages at least one of the pages providing an order summary screen.*

Tackbary et al. teach *providing web pages at least one of the pages providing an order summary screen* (see at least Fig. 10 (order summary view)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *providing web pages at least one of the pages providing an order summary screen* as taught by Tackbary et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since once the order button is clicked the order summary is displayed to the user, showing the details of the user's order (see at least col. 11, Ll. 47-60 of Tackbary et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *providing [[web]] pages (see at least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

**Claim 375 –**

Claim 375 is directed to an apparatus and is dependent from claim 327. Claim 51 is directed to a method and is dependent from claim 1. Claim 375 recites substantially similar limitations as those addressed above for claim 51. Claim 375 is therefore rejected for the same reasons as set forth above for claim 51.

48. Claims 52 and 376 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Slotznick (US 5983200).

**Claim 52 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

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Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing [[web]] pages at least one of the pages allowing up to a shipping day consumer modification of order information corresponding to the product order.*

Slotznick teach *further including providing pages at least one of the pages allowing up to a shipping day consumer modification of order information corresponding to the product order* (see at least col. 19, l. 36 through col. 20, l. 34; col. 20, ll. 58-62 (order shipped current day)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *further including providing pages at least one of the pages allowing up to a shipping day consumer modification of order information corresponding to the product order* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *providing [[web]] pages (see at least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

#### **Claim 376 –**

Claim 376 is directed to an apparatus and is dependent from claim 327. Claim 52 is directed to a method and is dependent from claim 1. Claim 376 recites substantially similar limitations as those addressed above for claim 52. Claim 376 is therefore rejected for the same reasons as set forth above for claim 52.

49. Claims 53 and 377 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Franklin et al. (US 6125352).

#### **Claim 53 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages at least one of the pages allowing saving of billing information in a database of the computer system*

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Franklin et al. teach further including providing web pages at least one of the pages allowing saving of billing information in a database of the computer system (see at least Fig. 10 (Display options to add, edit, delete or make preferred payment sources, etc.)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include further including providing web pages at least one of the pages allowing saving of billing information in a database of the computer system as taught by Franklin et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since it facilitates viewing and manipulating payment source data in the electronic wallet which also permits consumers to view and manipulate shipping address data in the electronic address book (see at least 25, l. 65 through col. 26, l. 6 of Franklin et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 377 –**

Claim 377 is directed to an apparatus and is dependent from claim 327. Claim 53 is directed to a method and is dependent from claim 1. Claim 377 recites substantially similar limitations as those addressed above for claim 53. Claim 377 is therefore rejected for the same reasons as set forth above for claim 53.

50. Claims 54 and 378 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_FlowerNet.pdf further in view of Blonder et al. (US 5708422) and further in view of Blake (News/Retrieval nears its Web debut).

**Claim 54 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- further including providing web pages, at least one of the pages adapted to carry out receiving orders; receiving an email address associated with the order at one of the pages; and

NPL\_FlowerNet teach further including providing web pages, at least one of the pages adapted to carry out receiving orders; receiving an email address associated with the order at one of the pages (see at least NPL\_Flowernet\_24 of 27 (Flowernet's website (your flower order); host computer @ Evergreen Internet; Flowernet's Floral Design Center; FedEx tracking number is emailed back to the consumer)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include further including providing web pages, at

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least one of the pages adapted to carry out receiving orders; receiving an email address associated with the order at one of the pages as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf do not explicitly disclose:

- responsive to receiving a message that a card payment for the order has been declined, sending to the email address an email message [[including a hypertext link to one of the pages]].

Blonder et al. teach responsive to receiving a message that a card payment for the order has been declined, sending the email address an email message (see at least col. 6, l. 50 through col. 7, l. 3 (notified via email, or direct message communicated to computer screen of the logged on user)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf to include responsive to receiving a message that a card payment for the order has been declined, sending the email address an email message as taught by Blonder et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf in this way since if the credit card transaction is not properly authorized it prompts the consumer to reenter the method of payment data (see at least col. 17, ll. 12-16 of Chelliah et al.). Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf further in view of Blake do not explicitly disclose:

- including a hypertext link to one of the pages.

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Blake teach including a hypertext link to one of the pages (see at least pg. 2 of 3 under push capabilities, paragraph 3 (deliver a special technology alert to the email boxes of Netscape Communicator users via Netscape's In-Box Direct service, allowing items to be delivered complete with graphics, hypertext links, formatting and sound using HTML formatting)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf to including a hypertext link to one of the pages as taught by Blake. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf in this way since it allows for delivery of a special technology alert to the email boxes of Netscape Communicator users via Netscape's In-Box Direct service, allowing items to be delivered complete with graphics, hypertext links, formatting and sound using HTML formatting (see pg. 2 of 3 under push capabilities paragraph 3 of Blake). Blonder et al. teach card owners may be contacted via email or directly through a computer screen of a logged on user (see at least col. 6, l. 50 through col. 7, l. 3 of Blonder et al.). Chelliah et al. teach if the credit card transaction is not properly authorized it prompts the consumer to reenter the method of payment data (see at least col. 17, ll. 12-16 of Chelliah et al.). Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 378 –**

Claim 378 is directed to an apparatus and is dependent from claim 327. Claim 54 is directed to a method and is dependent from claim 1. Claim 378 recites substantially similar limitations as those addressed above for claim 54. Claim 378 is therefore rejected for the same reasons as set forth above for claim 54.

51. Claims 55-56 and 379-380 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_FlowerNet.pdf further in view of Blake (News/Retrieval nears its Web debut).

**Claim 55 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

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- further including providing web pages whereby the order is received; receiving an email address associated with the order; and sending to the email address an email message identifying the order [[and including a hypertext link to one of the pages]].

NPL\_FlowerNet teach further including providing web pages whereby the order is received; receiving an email address associated with the order; and sending to the email address an email message identifying the order (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center; FedEx tracking number is emailed back to the consumer)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include further including providing web pages whereby the order is received; receiving an email address associated with the order; and sending to the email address an email message identifying the order as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since FlowerNet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf do not explicitly disclose:

- including a hypertext link to one of the pages.

Blake teach including a hypertext link to one of the pages (see at least pg. 2 of 3 under push capabilities, paragraph 3 (deliver a special technology alert to the email boxes of Netscape Communicator users via Netscape's In-Box Direct service, allowing items to be delivered complete with graphics, hypertext links, formatting and sound using HTML formatting)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf to including a hypertext link to one of the pages as taught by Blake. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf in this way since it allows for delivery of a special technology alert to the email boxes of Netscape Communicator users via Netscape's In-Box Direct service, allowing items to be delivered complete with graphics, hypertext links, formatting and sound using HTML formatting (see pg. 2 of 3 under push capabilities paragraph 3 of Blake). Blonder et al. teach card owners may be contacted via email or



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directly through a computer screen of a logged on user (see at least col. 6, l. 50 through col. 7, l. 3 of Blonder et al.). Chelliah et al. teach if the credit card transaction is not properly authorized it prompts the consumer to reenter the method of payment data (see at least col. 17, ll. 12-16 of Chelliah et al.). Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 379 –**

Claim 379 is directed to an apparatus and is dependent from claim 327. Claim 55 is directed to a method and is dependent from claim 1. Claim 379 recites substantially similar limitations as those addressed above for claim 55. Claim 379 is therefore rejected for the same reasons as set forth above for claim 55.

**Claim 56 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- further including providing web pages whereby the order is received; receiving an email address associated with the order; and sending to the email address an email message [[including a hypertext link]].

NPL\_FlowerNet teach further including providing web pages whereby the order is received; receiving an email address associated with the order; and sending to the email address an email message (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center; FedEx tracking number is emailed back to the consumer)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include further including providing web pages whereby the order is received; receiving an email address associated with the order; and sending to the email address an email message as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped

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estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf do not explicitly disclose:

- including a hypertext link.

Blake teach including a hypertext link (see at least pg. 2 of 3 under push capabilities, paragraph 3 (deliver a special technology alert to the email boxes of Netscape Communicator users via Netscape's In-Box Direct service, allowing items to be delivered complete with graphics, hypertext links, formatting and sound using HTML formatting)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf to including a hypertext link as taught by Blake. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf in this way since it allows for delivery of a special technology alert to the email boxes of Netscape Communicator users via Netscape's In-Box Direct service, allowing items to be delivered complete with graphics, hypertext links, formatting and sound using HTML formatting (see pg. 2 of 3 under push capabilities paragraph 3 of Blake). Blonder et al. teach card owners may be contacted via email or directly through a computer screen of a logged on user (see at least col. 6, l. 50 through col. 7, l. 3 of Blonder et al.). Chelliah et al. teach if the credit card transaction is not property authorized it prompts the consumer to reenter the method of payment data (see at least col. 17, ll. 12-16 of Chelliah et al.). Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

#### **Claim 380 –**

Claim 380 is directed to an apparatus and is dependent from claim 327. Claim 56 is directed to a method and is dependent from claim 1. Claim 380 recites substantially similar limitations as those addressed above for claim 56. Claim 380 is therefore rejected for the same reasons as set forth above for claim 56.

52. Claims 57-62 and 381-385 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_FlowerNet.pdf.

#### **Claim 57 –**

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Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages, at least one of the pages allowing browsing inventory with a detailed view mode.*

NPL\_FlowerNet teach *further including providing web pages, at least one of the pages allowing browsing inventory with a detailed view mode* (see at least NPL\_FlowersNet\_27 of 27 (Roses)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, at least one of the pages allowing browsing inventory with a detailed view mode* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

#### **Claim 381 –**

Claim 381 is directed to an apparatus and is dependent from claim 327. Claim 57 is directed to a method and is dependent from claim 1. Claim 381 recites substantially similar limitations as those addressed above for claim 57. Claim 381 is therefore rejected for the same reasons as set forth above for claim 57.

#### **Claim 58 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing a web site which provides for selecting an occasion; and associating a gift for the occasion with the order.*

NPL\_FlowerNet teach *further including providing a web site which provides for selecting an occasion; and associating a gift for the occasion with the order* (see at least NPL\_FlowersNet\_16 of 27 (wedding, bridal showers, sympathy, anniversary, etc.); NPL\_FlowersNet\_20 of 27 (holiday centerpiece)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing a web site*

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*which provides for selecting an occasion; and associating a gift for the occasion with the order as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).*

**Claim 382 –**

Claim 382 is directed to an apparatus and is dependent from claim 327. Claim 58 is directed to a method and is dependent from claim 1. Claim 382 recites substantially similar limitations as those addressed above for claim 58. Claim 382 is therefore rejected for the same reasons as set forth above for claim 58.

**Claim 59 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including receiving a consumer-composed personal message to a recipient of the product, and communicating the user-composed personal message to the recipient by using a Blue Mountain\*\* greeting card.*

NPL\_FlowerNet teach *further including receiving a consumer-composed personal message to a recipient of the product, and communicating the user-composed personal message to the recipient by using a Blue Mountain\*\* greeting card* (see at least NPL\_FlowersNet\_24 of 27 (flower bouquet is designed according to your request; gift card is prepared; flowers are packed and ready for FedEx pickup); NPL\_FlowersNet\_14 of 27 (a care and handling package as well as a gift card with your personal message are also added to your flower order)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including receiving a consumer-composed personal message to a recipient of the product, and communicating the user-composed personal message to the recipient by using a Blue Mountain\*\* greeting card* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at

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least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**\*\*Please note that Blue Mountain greeting card is a trademark and any claims directed to a specific trademark are not permitted. For purposes of examination the Examiner has interpreted this limitation generically as "greeting card".**

**Claim 60 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing a web site which provides for associating an apology\*\* message with an order.*

NPL\_FlowerNet teach *further including providing a web site which provides for associating an apology\*\* message with an order* (see at least NPL\_FlowersNet\_24 of 27 (flower bouquet is designed according to your request; gift card is prepared; flowers are packed and ready for FedEx pickup); NPL\_FlowersNet\_14 of 27 (a care and handling package as well as a gift card with your personal message are also added to your flower order); sending flowers for different occasions, i.e. great for saying "sorry" NPL\_FlowersNet\_16 of 27). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing a web site which provides for associating an apology\*\* message with an order* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**\*\*Please note that "apology" is a type of message and is non-functional descriptive material. NPL\_FlowersNet recognizes customizing greeting cards and also recognizes sending flowers for different occasions, i.e. great for saying "sorry" NPL\_FlowersNet\_16 of 27. These differences are only found in the nonfunctional descriptive material and are not functionally involved in the steps recited. The information**

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collection and storage steps would be performed the same regardless of the data. Thus, this descriptive material will not distinguish the claimed invention from the prior art in terms of patentability, see *In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F.3d 1579, 32 USPQ2d 1031 (Fed. Cir. 1994).

**Claim 383 –**

Claim 383 is directed to an apparatus and is dependent from claim 327. Claim 60 is directed to a method and is dependent from claim 1. Claim 383 recites substantially similar limitations as those addressed above for claim 60. Claim 383 is therefore rejected for the same reasons as set forth above for claim 60.

**Claim 61 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing a web site which provides for associating a thank you\*\* message with an order.*

NPL\_FlowerNet teach *further including providing a web site which provides for associating a thank you\*\* message with an order* (see at least NPL\_FlowersNet\_24 of 27 (flower bouquet is designed according to your request; gift card is prepared; flowers are packed and ready for FedEx pickup); NPL\_FlowersNet\_14 of 27 (a care and handling package as well as a gift card with your personal message are also added to your flower order); sending flowers for different occasions NPL\_FlowersNet\_16 of 27). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing a web site which provides for associating a thank you\*\* message with an order* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

\*\*Please note that "thank you" is a type of message and is non-functional descriptive material. NPL\_FlowersNet recognizes customizing greeting cards and also recognizes sending flowers for different occasions NPL\_FlowersNet\_16 of 27. These differences are only found in the nonfunctional descriptive material and are not functionally involved in the steps recited. The information collection and storage steps

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would be performed the same regardless of the data. Thus, this descriptive material will not distinguish the claimed invention from the prior art in terms of patentability, see *In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F.3d 1579, 32 USPQ2d 1031 (Fed. Cir. 1994).

**Claim 384 –**

Claim 384 is directed to an apparatus and is dependent from claim 327. Claim 61 is directed to a method and is dependent from claim 1. Claim 384 recites substantially similar limitations as those addressed above for claim 61. Claim 384 is therefore rejected for the same reasons as set forth above for claim 61.

**Claim 62 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing a web site which provides for associating a get well\*\* message with an order.*

NPL\_FlowerNet teach *further including providing a web site which provides for associating a get well\*\* message with an order* (see at least NPL\_FlowersNet\_24 of 27 (flower bouquet is designed according to your request; gift card is prepared; flowers are packed and ready for FedEx pickup); NPL\_FlowersNet\_14 of 27 (a care and handling package as well as a gift card with your personal message are also added to your flower order); sending flowers for different occasions NPL\_FlowersNet\_16 of 27). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing a web site which provides for associating a get well\*\* message with an order* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**\*\*Please note that “get well” is a type of message and is non-functional descriptive material. NPL\_FlowersNet recognizes customizing greeting cards and also recognizes sending flowers for different occasions NPL\_FlowersNet\_16 of 27. These differences are only found in the nonfunctional descriptive material and are not functionally involved in the steps recited. The information collection and storage steps would be performed the same regardless of the data. Thus, this descriptive material will not distinguish the**

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claimed invention from the prior art in terms of patentability, see *In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F.3d 1579, 32 USPQ2d 1031 (Fed. Cir. 1994).

**Claim 385 –**

Claim 385 is directed to an apparatus and is dependent from claim 327. Claim 62 is directed to a method and is dependent from claim 1. Claim 385 recites substantially similar limitations as those addressed above for claim 62. Claim 385 is therefore rejected for the same reasons as set forth above for claim 62.

53. Claims 63 and 386 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Slotznick (US 5983200).

**Claim 63 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- further including error checking with respect to order quantity, product, recipient message, and shipping information.

Slotznick teach further including error checking with respect to order quantity, product, recipient message, and shipping information (see at least Figs. 6-7; col. 19, l. 38 through col. 20, l. 29). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include further including error checking with respect to order quantity, product, recipient message, and shipping information as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 386 –**

Claim 386 is directed to an apparatus and is dependent from claim 327. Claim 63 is directed to a method and is dependent from claim 1. Claim 386 recites substantially similar limitations as those addressed above for claim 63. Claim 386 is therefore rejected for the same reasons as set forth above for claim 63.



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54. Claims 64 and 387 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Franklin et al. (US 6125352).

**Claim 64 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages, at least one of the pages associating the order with recipient information stored from a prior order.*

Franklin et al. teach further including providing web pages, at least one of the pages associating the order with recipient information stored from a prior order (see at least col. 29, ll. 1-17). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include further including providing web pages, at least one of the pages associating the order with recipient information stored from a prior order as taught by Franklin et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since it allows a user to view order status history, the order status presented to the user can be SHIPPED, CANCELLED, WAITING INVENTORY, etc. which is displayed to the user via the web browser (see at least col. 28, l. 66 through col. 29, l. 16 of Franklin et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 387 –**

Claim 387 is directed to an apparatus and is dependent from claim 327. Claim 64 is directed to a method and is dependent from claim 1. Claim 387 recites substantially similar limitations as those addressed above for claim 64. Claim 387 is therefore rejected for the same reasons as set forth above for claim 64.

55. Claims 65-67 and 388-390 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Slotznick (US 5983200).

**Claim 65 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

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- *further including providing [[web]] pages, at least one of the pages showing recipient information corresponding to the order, and wherein entry at at least one of the pages to buy to buy product results in getting the recipient information from a database of the computer system.*

Slotznick teach further including providing pages, at least one of the pages showing recipient information corresponding to the order, and wherein entry at at least one of the pages to buy to buy product results in getting the recipient information from a database of the computer system (see at least col. 19, ll. 9-35; col. 20, ll. 30-41 (contact manager); Fig. 4 (Flowers to (drop-down arrow)); col. 21, l. 62 through col. 22, l. 15 (contacts table)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include further including providing pages, at least one of the pages showing recipient information corresponding to the order, and wherein entry at at least one of the pages to buy to buy product results in getting the recipient information from a database of the computer system as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *providing [[web]] pages (see at least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

**Claim 388 –**

Claim 388 is directed to an apparatus and is dependent from claim 327. Claim 65 is directed to a method and is dependent from claim 1. Claim 388 recites substantially similar limitations as those addressed above for claim 65. Claim 388 is therefore rejected for the same reasons as set forth above for claim 65.

**Claim 66 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including [[some of the processing of the computer system is batch processing]] and credit or charge card processing is real-time. (see at least Fig. 2; col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l.*

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6 (order fulfillment; order has been processed; arrange for delivery of goods to customer; calls payment handler interface to settle payment); col. 17, ll. 45-51 (when the selected products are indicated as shipped, Order Fulfillment Subsystem calls Payment Handler Interface to request the payment that was previously authorized of Chelliah et al.)

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- further including *[[some of the processing of the computer system is batch processing]]*.

Slotznick teach further including *[[some of the processing of the computer system is batch processing]]* (see at least Fig. 8; col. 20, l. 54 through col. 21, l. 5 (first thing done every day is that the central processing unit compares the current date on its internal clock with the list of dates on which orders must be shipped, processed or dispensed)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include further including *[[some of the processing of the computer system is batch processing]]* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 389 –**

Claim 389 is directed to an apparatus and is dependent from claim 327. Claim 66 is directed to a method and is dependent from claim 1. Claim 389 recites substantially similar limitations as those addressed above for claim 66. Claim 389 is therefore rejected for the same reasons as set forth above for claim 66.

**Claim 67 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- further including *a database server storing data in a database, the stored data corresponding to distribution centers, and further including sending, by accessing the data stored in the database, the electronic communication to one of the distribution centers.*

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Slotznick teach further including a database server storing data in a database, the stored data corresponding to distribution centers, and further including sending, by accessing the data stored in the database, the electronic communication to one of the distribution centers (see at Fig. 6-7 (use XYZ Flowers → Merchant, drop down arrow); col. 19, ll. 49-54; col. 19, l. 65 through col. 21, l. 5; col. 21, l. 61 through col. 22, l. 15 (database; suppliers and the means to electronically send orders to them)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include further including a database server storing data in a database, the stored data corresponding to distribution centers, and further including sending, by accessing the data stored in the database, the electronic communication to one of the distribution centers as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 390 –**

Claim 390 is directed to an apparatus and is dependent from claim 327. Claim 67 is directed to a method and is dependent from claim 1. Claim 390 recites substantially similar limitations as those addressed above for claim 67. Claim 390 is therefore rejected for the same reasons as set forth above for claim 67.

56. Claims 68 and 391 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867).

**Claim 68 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including determining a supplier payment corresponding to the shipment. (see at least col. 11, ll. 29-39 (shipping cost engine); col. 12, ll. 51-55 (calculate shipping; total cost) of Chelliah et al.)*

**Claim 391 –**

Claim 391 is directed to an apparatus and is dependent from claim 327. Claim 68 is directed to a method and is dependent from claim 1. Claim 391 recites substantially similar limitations as those addressed above for claim 68. Claim 391 is therefore rejected for the same reasons as set forth above for claim 68.

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57. Claims 69 and 392 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above, further in view of Blinn et al. (US 6058373).

**Claim 69 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the waybill data corresponds to a shipment optionally to the United States or Canada.*

Blinn et al. teach *wherein the waybill data corresponds to a shipment optionally to the United States or Canada* (see at least col. 35, ll. 36-65 (evaluate ship to country)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the waybill data corresponds to a shipment optionally to the United States or Canada* as taught by Blinn et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since the system evaluates the ship to country to determine whether the purchased items are destined for the United States of America (see at least col. 35, ll. 37-42 of Blinn et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 392 –**

Claim 392 is directed to an apparatus and is dependent from claim 327. Claim 69 is directed to a method and is dependent from claim 1. Claim 392 recites substantially similar limitations as those addressed above for claim 69. Claim 392 is therefore rejected for the same reasons as set forth above for claim 69.

58. Claims 70-74 and 393-397 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Slotznick (US 5983200).

**Claim 70 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including storing in a database, the stored data corresponding to a plurality of distribution centers, and selecting one of the distribution centers from among the plurality of distribution centers by accessing the*

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*data stored in the database, and wherein the electronic communication is output to the selected one of the distribution centers, wherein the data in the database comprises price data.*

Slotznick teach further including storing in a database, the stored data corresponding to a plurality of distribution centers, and selecting one of the distribution centers from among the plurality of distribution centers by accessing the data stored in the database, and wherein the electronic communication is output to the selected one of the distribution centers, wherein the data in the database comprises price data (see at least col. 21, l. 61 through col. 22, l. 15; Figs. 6-7). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include further including storing in a database, the stored data corresponding to a plurality of distribution centers, and selecting one of the distribution centers from among the plurality of distribution centers by accessing the data stored in the database, and wherein the electronic communication is output to the selected one of the distribution centers, wherein the data in the database comprises price data as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 393 –**

Claim 393 is directed to an apparatus and is dependent from claim 327. Claim 70 is directed to a method and is dependent from claim 1. Claim 393 recites substantially similar limitations as those addressed above for claim 70. Claim 393 is therefore rejected for the same reasons as set forth above for claim 80.

**Claim 71 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including storing data in a database, the stored data corresponding to a plurality of distribution centers, and selecting one distribution center from among the plurality of distribution centers by accessing the data stored in the database, and wherein the electronic communication is output to the selected one of the distribution centers, wherein the data in the database comprises inventory data.*

Slotznick teach further including storing data in a database, the stored data corresponding to a plurality of distribution centers, and selecting one distribution center from among the plurality of distribution centers by

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*accessing the data stored in the database, and wherein the electronic communication is output to the selected one of the distribution centers, wherein the data in the database comprises inventory data (see at least col. 21, l. 61 through col. 22, l. 15; Figs. 6-7).* It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *further including storing data in a database, the stored data corresponding to a plurality of distribution centers, and selecting one distribution center from among the plurality of distribution centers by accessing the data stored in the database, and wherein the electronic communication is output to the selected one of the distribution centers, wherein the data in the database comprises inventory data as taught by Slotznick.* One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 394 –**

Claim 394 is directed to an apparatus and is dependent from claim 327. Claim 71 is directed to a method and is dependent from claim 1. Claim 394 recites substantially similar limitations as those addressed above for claim 71. Claim 394 is therefore rejected for the same reasons as set forth above for claim 71.

**Claim 72 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including storing data in a database, the stored data corresponding to a plurality of distribution centers, and selection one distribution center from among the plurality of distribution centers by accessing the data stored in the database, and wherein the electronic communication is output to the selected one of the distribution centers, wherein the data in the database comprises geographic location data.*

Slotznick teach *further including storing data in a database, the stored data corresponding to a plurality of distribution centers, and selection one distribution center from among the plurality of distribution centers by accessing the data stored in the database, and wherein the electronic communication is output to the selected one of the distribution centers, wherein the data in the database comprises geographic location data (see at least col. 21, l. 61 through col. 22, l. 15; Figs. 6-7; col. 19, ll. 49-54).* It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *further including storing data in a*

*database, the stored data corresponding to a plurality of distribution centers, and selection one distribution center from among the plurality of distribution centers by accessing the data stored in the database, and wherein the electronic communication is output to the selected one of the distribution centers, wherein the data in the database comprises geographic location data* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 395 –**

Claim 395 is directed to an apparatus and is dependent from claim 327. Claim 72 is directed to a method and is dependent from claim 1. Claim 392 recites substantially similar limitations as those addressed above for claim 72. Claim 393 is therefore rejected for the same reasons as set forth above for claim 72.

**Claim 73 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including selecting one of a plurality of distribution centers to receive the electronic communication.*

Slotznick teach *further including selecting one of a plurality of distribution centers to receive the electronic communication* (see at least col. 21, l. 61 through col. 22, l. 15; Figs. 6-7). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *further including selecting one of a plurality of distribution centers to receive the electronic communication* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).



**Claim 396 –**

Claim 396 is directed to an apparatus and is dependent from claim 327. Claim 73 is directed to a method and is dependent from claim 1. Claim 396 recites substantially similar limitations as those addressed above for claim 73. Claim 393 is therefore rejected for the same reasons as set forth above for claim 73.

**Claim 74 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including [[providing a web page whereby the order is received]] and also providing for manual entry of an order received over a telephone system.*

Slotznick teach *also providing for manual entry of an order received over a telephone system* (see at least col. 2, ll. 30-34). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *also providing for manual entry of an order received over a telephone system* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for contacting a human salesperson (see at least col. 2, ll. 32-34 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *further including [[providing a web page whereby the order is received]]. (see at least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

**Claim 397 –**

Claim 397 is directed to an apparatus and is dependent from claim 327. Claim 74 is directed to a method and is dependent from claim 1. Claim 397 recites substantially similar limitations as those addressed above for claim 74. Claim 397 is therefore rejected for the same reasons as set forth above for claim 74.

59. Claims 75 and 398 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_FlowerNet.pdf.

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**Claim 75 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the electronic communication is communicated from an ordering center so as to provide remote control of distribution of the product at a location where the product was produced.*

NPL\_FlowerNet teach *wherein the electronic communication is communicated from an ordering center so as to provide remote control of distribution of the product at a location where the product was produced* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center; NPL\_FlowersNet\_21 of 27; NPL\_FlowersNet\_27 of 27). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the electronic communication is communicated from an ordering center so as to provide remote control of distribution of the product at a location where the product was produced* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since FlowerNet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 398 –**

Claim 398 is directed to an apparatus and is dependent from claim 327. Claim 75 is directed to a method and is dependent from claim 1. Claim 398 recites substantially similar limitations as those addressed above for claim 75. Claim 398 is therefore rejected for the same reasons as set forth above for claim 75.

60. Claims 76 and 399 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_FedEx.pdf further in view of NPL\_FlowerNet.pdf.

**Claim 76 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

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- *further including sending an electronic communication to the shipper computer resulting in a courier vehicle picking up the shipment [[at a distribution center located apart from an ordering center]].*

NPL\_FedEx.pdf teach *further including sending an electronic communication to the shipper computer resulting in a courier vehicle picking up the shipment* (see at least NPL\_FedEx\_4of 6). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *further including sending an electronic communication to the shipper computer resulting in a courier vehicle picking up the shipment* as taught by NPL\_FedEx.pdf. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since critical shipment information is communicated to FedEx and verified online and the shipment is assigned a unique package tracking number so the package can be tracked online, and additionally if it is more feasible to have the courier pickup the package, courier pickup can be arranged online (see at least NPL\_FedEx\_4of 6 of NPL\_FedEx). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. further in view of NPL\_FedEx.pdf do not explicitly disclose:

- *[[at a distribution center located apart from an ordering center]].*

NPL\_FlowerNet teach *at a distribution center located apart from an ordering center* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center; FedEx Label is printed; Flowers are packed and ready for FedEx pickup; FedEx picks up flowers for next day delivery)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *at a distribution center located apart from an ordering center* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since FlowerNet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Chelliah et al. further teach invoking External Commerce Subsystems to complete the transaction, such as FedEx's Powership shipping management software for shipping (see at least col. 6, ll. 44-48 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame

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computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.). NPL\_FedEx.pdf teach revolutionary software from FedEx, puts the power of automated shipping on your desktop computer such that FedEx Ship connects with the FedEx computer network to create and print plain-paper shipping documents, request a courier and track packages – all with just a few keystrokes (see NPL\_FedEx1of6 of NPL\_FedEx.pdf).

**Claim 399 –**

Claim 399 is directed to an apparatus and is dependent from claim 327. Claim 76 is directed to a method and is dependent from claim 1. Claim 399 recites substantially similar limitations as those addressed above for claim 76. Claim 399 is therefore rejected for the same reasons as set forth above for claim 76.

61. Claims 77-79 and 400-402 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_FlowerNet.pdf.

**Claim 77 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the receiving an order is carried out at an ordering center, and the electronic communication is communicated from the computer system at the ordering center to a distribution center to implement shipment to a customer.*

NPL\_FlowerNet teach *wherein the receiving an order is carried out at an ordering center, and the electronic communication is communicated from the computer system at the ordering center to a distribution center to implement shipment to a customer* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center; FedEx Label is printed; Flowers are packed and ready for FedEx pickup; FedEx picks up flowers for next day delivery)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the receiving an order is carried out at an ordering center, and the electronic communication is communicated from the computer system at the ordering center to a distribution center to implement shipment to a customer* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since FlowerNet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Chelliah et al. further teach invoking External Commerce Subsystems to complete

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the transaction, such as FedEx's Powership shipping management software for shipping (see at least col. 6, ll. 44-48 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 400 –**

Claim 400 is directed to an apparatus and is dependent from claim 327. Claim 77 is directed to a method and is dependent from claim 1. Claim 400 recites substantially similar limitations as those addressed above for claim 77. Claim 400 is therefore rejected for the same reasons as set forth above for claim 77.

**Claim 78 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the receiving an order is carried out at an ordering center, and the electronic communication is communicated from the computer system at the ordering center to a distribution center to implement the shipment to a recipient other than a customer.*

NPL\_FlowerNet teach *wherein the receiving an order is carried out at an ordering center, and the electronic communication is communicated from the computer system at the ordering center to a distribution center to implement the shipment to a recipient other than a customer* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center; FedEx Label is printed; Flowers are packed and ready for FedEx pickup; FedEx picks up flowers for next day delivery)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the receiving an order is carried out at an ordering center, and the electronic communication is communicated from the computer system at the ordering center to a distribution center to implement the shipment to a recipient other than a customer* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since FlowerNet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Chelliah et al. further teach invoking External Commerce Subsystems to complete the transaction, such as FedEx's Powership shipping management software for shipping (see at least col. 6, ll. 44-48 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost,

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product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 401 –**

Claim 401 is directed to an apparatus and is dependent from claim 327. Claim 78 is directed to a method and is dependent from claim 1. Claim 401 recites substantially similar limitations as those addressed above for claim 78. Claim 401 is therefore rejected for the same reasons as set forth above for claim 78.

**Claim 79 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the receiving an order is carried out at an ordering center and the electronic communication is communicated from the computer system at the ordering center to a distribution center to implement shipment as a gift to a recipient.*

NPL\_FlowerNet teach *wherein the receiving an order is carried out at an ordering center and the electronic communication is communicated from the computer system at the ordering center to a distribution center to implement shipment as a gift to a recipient* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center; FedEx Label is printed; Flowers are packed and ready for FedEx pickup; FedEx picks up flowers for next day delivery); NPL\_FlowersNet\_16 of 27). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the receiving an order is carried out at an ordering center and the electronic communication is communicated from the computer system at the ordering center to a distribution center to implement shipment as a gift to a recipient* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since FlowerNet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Chelliah et al. further teach invoking External Commerce Subsystems to complete the transaction, such as FedEx's Powership shipping management software for shipping (see at least col. 6, ll. 44-48 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

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**Claim 402 –**

Claim 402 is directed to an apparatus and is dependent from claim 327. Claim 79 is directed to a method and is dependent from claim 1. Claim 402 recites substantially similar limitations as those addressed above for claim 79. Claim 402 is therefore rejected for the same reasons as set forth above for claim 79.

62. Claims 80 and 403 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Tackbary et al. (US 5555496).

**Claim 80 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein processing the order for a gift is not the same as processing if the order is not for a gift.*

Tackbary et al. teach *wherein processing the order for a gift is not the same as processing if the order is not for a gift* (see at least col. 5, ll. 40-46 (recipient or customer field indicating whether the card is to be sent to the recipient or the customer)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein processing the order for a gift is not the same as processing if the order is not for a gift* as taught by Tackbary et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since once the order button is clicked the order summary is displayed to the user, showing the details of the user's order (see at least col. 11, ll. 47-60 of Tackbary et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 403 –**

Claim 403 is directed to an apparatus and is dependent from claim 327. Claim 80 is directed to a method and is dependent from claim 1. Claim 403 recites substantially similar limitations as those addressed above for claim 80. Claim 403 is therefore rejected for the same reasons as set forth above for claim 80.

63. Claims 81-82 and 404-405 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867).

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**Claim 81 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *wherein the electronic communication is communicated through TCP/IP connection. (col. 12, ll. 7-9 of Chelliah et al.)*

**Claim 404 –**

Claim 404 is directed to an apparatus and is dependent from claim 327. Claim 81 is directed to a method and is dependent from claim 1. Claim 404 recites substantially similar limitations as those addressed above for claim 81. Claim 404 is therefore rejected for the same reasons as set forth above for claim 81.

**Claim 82 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *wherein the electronic communication is communicated by an Internet connection. (col. 12, ll. 7-9 of Chelliah et al.)*

**Claim 405 –**

Claim 405 is directed to an apparatus and is dependent from claim 327. Claim 82 is directed to a method and is dependent from claim 1. Claim 405 recites substantially similar limitations as those addressed above for claim 82. Claim 405 is therefore rejected for the same reasons as set forth above for claim 82.

64. Claims 83 and 406 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_OmahaSteaks.pdf.

**Claim 83 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the specification of the product comprises specification of a product to be packaged with a coolant in carrying out the shipment.*

NPL\_OmahaSteaks.pdf teach *wherein the specification of the product comprises specification of a product to be packaged with a coolant in carrying out the shipment* (see at least NPL\_OmahaSteaks\_1 of 9). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the specification of the product comprises specification of a product to be packaged with a coolant in carrying out the shipment*



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as taught by NPL\_OmahaSteaks.pdf. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since the use of plenty of dry ice and a reusable insulated cooler will withstand any kind of weather and all orders are shipped via Federal Express which reaches you within 3 days (or less) of the moment your order is in our hands (see at least NPL\_OmahaSteaks\_1 of 9 of NPL\_OmahaSteaks.pdf). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Chelliah et al. further teach invoking External Commerce Subsystems to complete the transaction, such as FedEx's Powership shipping management software for shipping (see at least col. 6, ll. 44-48 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped, estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 406 –**

Claim 406 is directed to an apparatus and is dependent from claim 327. Claim 83 is directed to a method and is dependent from claim 1. Claim 406 recites substantially similar limitations as those addressed above for claim 83. Claim 406 is therefore rejected for the same reasons as set forth above for claim 83.

65. Claims 86 and 407 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867).

**Claim 86 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *[[wherein the sheet, when printed^^]], comprises a Federal Express\*\* waybill. (col. 6, ll. 46-48 (FedEx's Powership shipping management software for shipping))*

Bain et al. as evidenced by Hamisch, Sr. teach *wherein the sheet, when printed* (see at least col. 5, ll. 60-62 (receive purchase order from mainframe computer) of Bain et al.; col. 7, ll. 28-55 (purchase order number, purchase order date, required delivery date, shipping destination code, shipping cost, product identification, date shipped, estimated arrival date, UCC tracking number; carrier such as UPS, quantity ordered, quantity packed, shipping charge indication, shipping charge amount, carrier tracer number) of Bain et al.; col. 8, ll. 14-16, 22-34 (data for transmission to a marking printer in order to print a shipping label and a packing list label; compliance shipping label includes shipping carrier, purchase order number, barcoded tracking number (Fig. 2); packing list label (Fig. 3); marking printer is a printer that prints information on a web of record members such as labels that are affixable to a container such as a box) of Bain et al.; col. 10, ll. 39-42 (purchase order via down load from a main frame computer) of Bain et al.; Abstract (record members in the form of a web of pressure sensitive labels) of Hamisch, Sr.; col. 2, l. 63 through col. 3, l. 8 of Hamisch,

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Sr.). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. to include *wherein the sheet, when printed* as taught by Bain et al. as evidenced by Hamisch, Sr. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in this way since the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Hamisch, Sr. teach the record members are readily individually removed or released from the backing for application to merchandise because of a coating applied to the backing material as is conventional (see at least col. 3, ll. 3-7 of Hamisch, Sr.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.).

**\*\*Please note that Federal Express is a trademark and any claims directed to a specific trademark are not permitted. For purposes of examination the Examiner has interpreted this limitation generically as "waybill".**

**^^The Examiner notes that the recitation "when printed" is not positively recited and therefore does not require further consideration. However, for purposes of compact prosecution and in the event Applicant amends the claim to positively recite this limitation, and therefore be required by claim the Examiner addressed this limitation in claim 1.**

#### **Claim 407 –**

Claim 407 is directed to an apparatus and is dependent from claim 327. Claim 86 is directed to a method and is dependent from claim 1. Claim 407 recites substantially similar limitations as those addressed above for claim 86. Claim 407 is therefore rejected for the same reasons as set forth above for claim 86.

66. Claims 87-89 and 408-410 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_FlowerNet.pdf.

#### **Claim 87 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the processing includes the order as a gift; and further including associating a user-composed message with the order; and wherein the shipment includes the message.*

NPL\_FlowerNet teach *wherein the processing includes the order as a gift; and further including associating a user-composed message with the order; and wherein the shipment includes the message* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center; Gift Card is prepared; Flowers bouquet is designed according to your request); NPL\_FlowersNet\_14of 27 (a care and handling package as well as a gift card with your personal

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message are also added to your flower order)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the processing includes the order as a gift; and further including associating a user-composed message with the order; and wherein the shipment includes the message* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 408 –**

Claim 408 is directed to an apparatus and is dependent from claim 327. Claim 87 is directed to a method and is dependent from claim 1. Claim 408 recites substantially similar limitations as those addressed above for claim 87. Claim 408 is therefore rejected for the same reasons as set forth above for claim 87.

**Claim 88 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the processing of the order implements a delivery customized and fulfilled for a recipient.*

NPL\_FlowerNet teach *wherein the processing of the order implements a delivery customized and fulfilled for a recipient* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center; Gift Card is prepared; Flowers bouquet is designed according to your request); NPL\_FlowersNet\_14 of 27 (a care and handling package as well as a gift card with your personal message are also added to your flower order)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the processing of the order implements a delivery customized and fulfilled for a recipient* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data

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can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 409 –**

Claim 409 is directed to an apparatus and is dependent from claim 327. Claim 88 is directed to a method and is dependent from claim 1. Claim 409 recites substantially similar limitations as those addressed above for claim 88. Claim 409 is therefore rejected for the same reasons as set forth above for claim 88.

**Claim 89 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including associating the order with a status code indicative of a Federal Express\*\* shipment prepared.*

NPL\_FlowerNet teach *further including associating the order with a status code indicative of a Federal Express\*\* shipment prepared* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center; Gift Card is prepared; Flowers bouquet is designed according to your request; FedEx label is printed); NPL\_FlowersNet\_14 of 27 (a care and handling package as well as a gift card with your personal message are also added to your flower order)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including associating the order with a status code indicative of a Federal Express\*\* shipment prepared* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since FlowerNet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**\*\*Please note that Federal Express is a trademark and any claims directed to a specific trademark are not permitted. For purposes of examination the Examiner has interpreted this limitation generically as "shipment".**

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**Claim 410 –**

Claim 410 is directed to an apparatus and is dependent from claim 327. Claim 89 is directed to a method and is dependent from claim 1. Claim 410 recites substantially similar limitations as those addressed above for claim 89. Claim 410 is therefore rejected for the same reasons as set forth above for claim 89.

67. Claims 90 and 411 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867).

**Claim 90 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including associating the order with a status code indicative of a credit card authorized. (see at least col. 12, ll. 56-65; col. 16, ll. 28-31(validate/authorize payment) of Chelliah et al.)*

**Claim 411 –**

Claim 411 is directed to an apparatus and is dependent from claim 327. Claim 90 is directed to a method and is dependent from claim 1. Claim 411 recites substantially similar limitations as those addressed above for claim 90. Claim 411 is therefore rejected for the same reasons as set forth above for claim 90.

68. Claims 91-92 and 412-413 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Franklin et al. (US 6125352).

**Claim 91 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including associating the order with a status code indicative of pending processing.*

Franklin et al. teach *further including associating the order with a status code indicative of pending processing* (see at least col. 29, ll. 1-17). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including associating the order with a status code indicative of pending processing* as taught by Franklin et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since it allows a user to view order status history, the order status presented to the user can be SHIPPED, CANCELLED, WAITING INVENTORY, etc. which is displayed to the user via the web browser (see at least col. 28, l. 66 through col. 29, l. 16 of Franklin et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of

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Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 412 –**

Claim 412 is directed to an apparatus and is dependent from claim 327. Claim 91 is directed to a method and is dependent from claim 1. Claim 412 recites substantially similar limitations as those addressed above for claim 91. Claim 412 is therefore rejected for the same reasons as set forth above for claim 91.

**Claim 92 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including associating the order with a status code indicative of product shipped.*

Franklin et al. teach *further including associating the order with a status code indicative of product shipped* (see at least col. 29, ll. 1-17). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including associating the order with a status code indicative of product shipped* as taught by Franklin et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since it allows a user to view order status history, the order status presented to the user can be SHIPPED, CANCELLED, WAITING INVENTORY, etc. which is displayed to the user via the web browser (see at least col. 28, l. 66 through col. 29, l. 16 of Franklin et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 413 –**

Claim 413 is directed to an apparatus and is dependent from claim 327. Claim 92 is directed to a method and is dependent from claim 1. Claim 413 recites substantially similar limitations as those addressed above for claim 92. Claim 413 is therefore rejected for the same reasons as set forth above for claim 92.

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69. Claims 93-96 and 414-417 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867).

**Claim 93 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including associating the order with a status code indicative of a credit card captured. (see at least col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l. 6 (order fulfillment; order has been processed; arrange for delivery of goods to customer; calls payment handler interface to settle payment); col. 17, ll. 45-51 (when the selected products are indicated as shipped, Order Fulfillment Subsystem calls Payment Handler Interface to request the payment that was previously authorized) of Chelliah et al.)*

**Claim 414 –**

Claim 414 is directed to an apparatus and is dependent from claim 327. Claim 93 is directed to a method and is dependent from claim 1. Claim 414 recites substantially similar limitations as those addressed above for claim 93. Claim 414 is therefore rejected for the same reasons as set forth above for claim 93.

**Claim 94 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including associating the order with a status code indicative of a settlement error. (see at least col. 17, ll. 1-16 (not properly authorized) of Chelliah et al.)*

**Claim 415 –**

Claim 415 is directed to an apparatus and is dependent from claim 327. Claim 94 is directed to a method and is dependent from claim 1. Claim 415 recites substantially similar limitations as those addressed above for claim 94. Claim 415 is therefore rejected for the same reasons as set forth above for claim 94.

**Claim 95 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including associating the order with a status code indicative of a credit card settled. (see at least col. 17, ll. 49-52 (Payment Handler Interface calls External Payment Handler to convert the authorization to charge to a payment order) of Chelliah et al.)*

**Claim 416 –**

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Claim 416 is directed to an apparatus and is dependent from claim 327. Claim 95 is directed to a method and is dependent from claim 1. Claim 416 recites substantially similar limitations as those addressed above for claim 95. Claim 416 is therefore rejected for the same reasons as set forth above for claim 95.

**Claim 96 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including associating the order with a status code indicative of a completed order. (see at least col. 17, ll. 45-49 (when the selected products are indicated as shipped...) of Chelliah et al.)*

**Claim 417 –**

Claim 417 is directed to an apparatus and is dependent from claim 327. Claim 96 is directed to a method and is dependent from claim 1. Claim 417 recites substantially similar limitations as those addressed above for claim 96. Claim 417 is therefore rejected for the same reasons as set forth above for claim 96.

70. Claims 97 and 418 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Franklin et al. (US 6125352).

**Claim 97 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including associating the order with a status code indicative of a cancelled order.*

Franklin et al. *further including associating the order with a status code indicative of a cancelled order* (see at least col. 29, ll. 1-17). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including associating the order with a status code indicative of a cancelled order* as taught by Franklin et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since it allows a user to view order status history, the order status presented to the user can be SHIPPED, CANCELLED, WAITING INVENTORY, etc. which is displayed to the user via the web browser (see at least col. 28, l. 66 through col. 29, l. 16 of Franklin et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity



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ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 418 –**

Claim 418 is directed to an apparatus and is dependent from claim 327. Claim 97 is directed to a method and is dependent from claim 1. Claim 418 recites substantially similar limitations as those addressed above for claim 97. Claim 418 is therefore rejected for the same reasons as set forth above for claim 97.

71. Claims 98 and 419 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_FlowerNet.pdf.

**Claim 98 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including associating the order with a status code indicative of a customer notified by email.*

NPL\_FlowerNet teach *further including associating the order with a status code indicative of a customer notified by email* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center; FedEx tracking number is emailed back to the consumer)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including associating the order with a status code indicative of a customer notified by email* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since FlowerNet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 419 –**

Claim 419 is directed to an apparatus and is dependent from claim 327. Claim 98 is directed to a method and is dependent from claim 1. Claim 419 recites substantially similar limitations as those addressed above for claim 98. Claim 419 is therefore rejected for the same reasons as set forth above for claim 98.

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72. Claims 99 and 420 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Slotznick (US 5983200).

**Claim 99 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further providing [[web]] pages, and recognizing a prior customer from an order placed via the [[web]] pages.*

Slotznick teach *further providing pages, and recognizing a prior customer from an order placed via the pages* (see at least col. 19, ll. 57-60 (type of flower will be the same type as used previously for the entered contact for the same occasion)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *further providing pages, and recognizing a prior customer from an order placed via the pages* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *providing [[web]] pages (see at least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

**Claim 420 –**

Claim 420 is directed to an apparatus and is dependent from claim 327. Claim 99 is directed to a method and is dependent from claim 1. Claim 420 recites substantially similar limitations as those addressed above for claim 99. Claim 420 is therefore rejected for the same reasons as set forth above for claim 99.

73. Claims 100 and 421 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above, further in view of Blinn et al. (US 6058373).

**Claim 100 –**

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Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing a web page and recognizing a prior web page user from a cookie corresponding to use of the web page.*

Blinn et al. teach *further including providing a web page and recognizing a prior web page user from a cookie corresponding to use of the web page* (see at least col. 6, l. 64 though col. 7, l. 4; col. 10, ll. 33-50). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing a web page and recognizing a prior web page user from a cookie corresponding to use of the web page* as taught by Blinn et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since a cookies is a file which stores information on the consumer computer for use by the merchant system (see at least col. 10, ll. 33-50 of Blinn et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

#### **Claim 421 –**

Claim 421 is directed to an apparatus and is dependent from claim 327. Claim 100 is directed to a method and is dependent from claim 1. Claim 421 recites substantially similar limitations as those addressed above for claim 100. Claim 421 is therefore rejected for the same reasons as set forth above for claim 100.

74. Claims 101 and 422 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_FlowerNet.pdf.

#### **Claim 101 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including recognizing an email address associated with the order.*

NPL\_FlowerNet teach *further including recognizing an email address associated with the order* (see at least NPL\_FlowersNet\_24 of 27 (FedEx tracking number is emailed back to the consumer). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al.

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in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including recognizing an email address associated with the order* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 422 –**

Claim 422 is directed to an apparatus and is dependent from claim 327. Claim 101 is directed to a method and is dependent from claim 1. Claim 422 recites substantially similar limitations as those addressed above for claim 101. Claim 422 is therefore rejected for the same reasons as set forth above for claim 101.

75. Claims 102 and 423 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867).

**Claim 102 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including verifying that only a product within inventory can be ordered. (see at least col. 14, ll. 55-59 (Sales representative program object validates the selected item against product database and add the selected item to the purchase list) of Chelliah et al.)*

**Claim 423 –**

Claim 423 is directed to an apparatus and is dependent from claim 327. Claim 102 is directed to a method and is dependent from claim 1. Claim 423 recites substantially similar limitations as those addressed above for claim 102. Claim 423 is therefore rejected for the same reasons as set forth above for claim 102.

76. Claims 103 and 424 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Fisher et al. (US 6047264).

**Claim 103 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

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- *further including producing an audit report which compares product that has been shipped so as to identify unfilled orders.*

Fisher et al. teach *further including producing an audit report which compares product that has been shipped so as to identify unfilled orders* (see at col. 3, ll. 6-24; col. 3, ll. 33-44 (status flag; status database)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including producing an audit report which compares product that has been shipped so as to identify unfilled orders* as taught by Fisher et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since it allows for automatically notifying a party of the status of the delivery without requiring submission of a status request or special profile information from the party (see at least col. 1, ll. 49-53 of Fisher et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

#### **Claim 424 –**

Claim 424 is directed to an apparatus and is dependent from claim 327. Claim 103 is directed to a method and is dependent from claim 1. Claim 424 recites substantially similar limitations as those addressed above for claim 103. Claim 424 is therefore rejected for the same reasons as set forth above for claim 103.

77. Claims 104-105 and 425-426 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Tackbary et al. (US 5555496).

#### **Claim 104 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including receiving a message from a consumer who placed the order at a [[web]] page, the communication cancelling the order.*

Tackbary et al. teach , *further including receiving a message from a consumer who placed the order at a page, the communication cancelling the order* (see at least Fig. 9 (cancel); col. 9, ll. 20-24 (cancel button)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including receiving a message from a consumer who placed the order at a page, the communication cancelling the*

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*order* as taught by Tackbary et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since once the order button is clicked the order summary is displayed to the user, showing the details of the user's order (see at least col. 11, Ll. 47-60 of Tackbary et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *[[web]] page (see at least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

#### **Claim 425 –**

Claim 425 is directed to an apparatus and is dependent from claim 327. Claim 104 is directed to a method and is dependent from claim 1. Claim 425 recites substantially similar limitations as those addressed above for claim 104. Claim 425 is therefore rejected for the same reasons as set forth above for claim 104.

#### **Claim 105 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing [[web]] pages, wherein at least one of the pages provides selectable sorting by price.*

Tackbary et al. teach *further including providing pages, wherein at least one of the pages provides selectable sorting by price* (see at Fig. 8 (sort by price)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing pages, wherein at least one of the pages provides selectable sorting by price* as taught by Tackbary et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since once the order button is clicked the order summary is displayed to the user, showing the details of the user's order (see at least col. 11, Ll. 47-60 of Tackbary et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated

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arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *[[web]] page (see at least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

#### **Claim 426 –**

Claim 426 is directed to an apparatus and is dependent from claim 327. Claim 105 is directed to a method and is dependent from claim 1. Claim 426 recites substantially similar limitations as those addressed above for claim 105. Claim 426 is therefore rejected for the same reasons as set forth above for claim 105. Claim 426 further recites “at least one of the pages to locate an item, another at least one of the pages to place an order”, Tackbary further teach this limitations in Fig. 8 as addressed above for the sorting limitation.

78. Claims 106 and 427 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_FlowerNet.pdf.

#### **Claim 106 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including a plurality of servers, (see at least Fig. 1 (subsystems) of Chelliah et al.)*

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *an email capability correspond to the order.*

NPL\_FlowerNet teach *an email capability correspond to the order* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center; FedEx tracking number is emailed back to the consumer)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *an email capability correspond to the order* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since FlowerNet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking

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number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 427 –**

Claim 427 is directed to an apparatus and is dependent from claim 327. Claim 106 is directed to a method and is dependent from claim 1. Claim 427 recites substantially similar limitations as those addressed above for claim 106. Claim 427 is therefore rejected for the same reasons as set forth above for claim 106.

79. Claims 107-108 and 428-429 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Slotznick (US 5983200).

**Claim 107 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing [[web]] pages, at least one of the pages providing fields to enter recipient information for storage of that recipient information, and an other of the pages providing for making the order, wherein information received at the other of the pages for making the order allows selecting a recipient from the stored recipient information and the selecting triggers populating fields used in the making of the order.*

Slotznick teach *further including providing pages, at least one of the pages providing fields to enter recipient information for storage of that recipient information, and an other of the pages providing for making the order, wherein information received at the other of the pages for making the order allows selecting a recipient from the stored recipient information and the selecting triggers populating fields used in the making of the order* (see at least Figs. 6-7; col. 19, l. 36 through col. 20, l. 41 (if the user has previously sent anything to the contact or entered the contact into a contact manager and has a standard choice of anniversary bouquet, he or she need only enter name and occasion...); col. 21, l. 61 through col. 22, l. 16). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *further including providing pages, at least one of the pages providing fields to enter recipient information for storage of that recipient information, and an other of the pages providing for making the order, wherein information received at the other of the pages for making the order allows selecting a recipient from the stored recipient information and the selecting triggers populating fields used in the making of the order* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be



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downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *providing [[web]] pages (see at least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

**Claim 428 –**

Claim 428 is directed to an apparatus and is dependent from claim 327. Claim 107 is directed to a method and is dependent from claim 1. Claim 428 recites substantially similar limitations as those addressed above for claim 107. Claim 428 is therefore rejected for the same reasons as set forth above for claim 107.

**Claim 108 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing [[web]] pages, at least one of the pages providing fields to enter customer information for storage of that customer information, and an other of the pages providing for making the order, wherein information received at the other of the pages for making the order allows using the stored customer information to populate fields used in the making of the order.*

Slotznick teach *further including providing pages, at least one of the pages providing fields to enter customer information for storage of that customer information, and an other of the pages providing for making the order, wherein information received at the other of the pages for making the order allows using the stored customer information to populate fields used in the making of the order* (see at least Figs. 6-7; col. 19, l. 36 through col. 20, l. 41 (if the user has previously sent anything to the contact or entered the contact into a contact manager and has a standard choice of anniversary bouquet, he or she need only enter name and occasion...); col. 21, l. 61 through col. 22, l. 16). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *further including providing pages, at least one of the pages providing fields to enter customer information for storage of that customer information, and an other of the pages providing for making the order, wherein information received at the other of the pages for making the order allows using the stored customer information to populate fields used in the making of the order* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of

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participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *providing [[web]] pages (see at least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

**Claim 429 –**

Claim 429 is directed to an apparatus and is dependent from claim 327. Claim 108 is directed to a method and is dependent from claim 1. Claim 429 recites substantially similar limitations as those addressed above for claim 108. Claim 429 is therefore rejected for the same reasons as set forth above for claim 108.

80. Claims 109-117 and 430-438 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_FlowerNet.pdf.

**Claim 109 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages, at least one of the pages providing items indicated as appropriate for a holiday, the items being selectable so as to facilitate placing the order.*

NPL\_FlowerNet teach *further including providing web pages, at least one of the pages providing items indicated as appropriate for a holiday, the items being selectable so as to facilitate placing the order* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center); NPL\_FlowersNet\_20 of 27 (holiday bouquets; order holiday center piece)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, at least one of the pages providing items indicated as appropriate for a holiday, the items being selectable so as to facilitate placing the order* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since FlowerNet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-

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61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 430 –**

Claim 430 is directed to an apparatus and is dependent from claim 327. Claim 109 is directed to a method and is dependent from claim 1. Claim 430 recites substantially similar limitations as those addressed above for claim 109. Claim 430 is therefore rejected for the same reasons as set forth above for claim 109.

**Claim 110 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages, at least one of the pages providing items indicated as appropriate for a holiday with a date that changes from year to year, the items being selectable to facilitate placing the order.*

NPL\_FlowerNet teach *further including providing web pages, at least one of the pages providing items indicated as appropriate for a holiday with a date that changes from year to year, the items being selectable to facilitate placing the order* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center); NPL\_FlowersNet\_20 of 27 (holiday bouquets; order holiday center piece); 1 of 27 (Christmas/New years); 20 of 27 (Christmas Special); 23 of 27 (mother's day)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, at least one of the pages providing items indicated as appropriate for a holiday with a date that changes from year to year, the items being selectable to facilitate placing the order* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since FlowerNet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 431 –**

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Claim 431 is directed to an apparatus and is dependent from claim 327. Claim 110 is directed to a method and is dependent from claim 1. Claim 431 recites substantially similar limitations as those addressed above for claim 110. Claim 431 is therefore rejected for the same reasons as set forth above for claim 110.

**Claim 111 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages at last one of the pages providing items indicated as appropriate for Easter\*\*, the items being selectable to facilitate placing the order.*

NPL\_FlowerNet teach *further including providing web pages at last one of the pages providing items indicated as appropriate for Easter, the items being selectable to facilitate placing the order* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center); NPL\_FlowersNet\_20 of 27 (holiday bouquets; order holiday center piece); 1 of 27 (Christmas/New years); 20 of 27 (Christmas Special); 23 of 27 (mother's day)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages at last one of the pages providing items indicated as appropriate for Easter, the items being selectable to facilitate placing the order* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since FlowerNet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**\*\*Please note that "Easter" is a type of holiday and is non-functional descriptive material.** NPL\_FlowersNet recognizes sending flowers for different occasions, i.e. great for saying "sorry" NPL\_FlowersNet\_16 of 27; Christmas, Mother's Day, etc. These differences are only found in the nonfunctional descriptive material and are not functionally involved in the steps recited. The information collection and storage steps would be performed the same regardless of the data. Thus, this descriptive material will not distinguish the claimed invention from the prior art in terms of patentability, see *In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F.3d 1579, 32 USPQ2d 1031 (Fed. Cir. 1994).

**Claim 432 –**

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Claim 432 is directed to an apparatus and is dependent from claim 327. Claim 111 is directed to a method and is dependent from claim 1. Claim 432 recites substantially similar limitations as those addressed above for claim 111. Claim 432 is therefore rejected for the same reasons as set forth above for claim 111.

**Claim 112 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages at least one of the pages providing items indicated as appropriate for Secretaries Day\*\*, the items being selectable to facilitate placing the order.*

NPL\_FlowerNet teach *further including providing web pages at least one of the pages providing items indicated as appropriate for Secretaries Day\*\*, the items being selectable to facilitate placing the order* (see at least NPL\_FlowersNet\_24 of 27 (Flownet's website (your flower order); host computer @ Evergreen Internet; Flownet's Floral Design Center); NPL\_FlowersNet\_20 of 27 (holiday bouquets; order holiday center piece); 1 of 27 (Christmas/New years); 20 of 27 (Christmas Special); 23 of 27 (mother's day)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages at least one of the pages providing items indicated as appropriate for Secretaries Day\*\*, the items being selectable to facilitate placing the order* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flownet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

\*\*Please note that "Secretaries Day" is a type of holiday and is non-functional descriptive material. NPL\_FlowersNet recognizes sending flowers for different occasions, i.e. great for saying "sorry" NPL\_FlowersNet\_16 of 27; Christmas, Mother's Day, etc. These differences are only found in the nonfunctional descriptive material and are not functionally involved in the steps recited. The information collection and storage steps would be performed the same regardless of the data. Thus, this descriptive material will not distinguish the claimed invention from the prior art in terms of patentability, see *In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F.3d 1579, 32 USPQ2d 1031 (Fed. Cir. 1994).

**Claim 433 –**

Claim 433 is directed to an apparatus and is dependent from claim 327. Claim 112 is directed to a method and is dependent from claim 1. Claim 433 recites substantially similar limitations as those addressed above for claim 112. Claim 433 is therefore rejected for the same reasons as set forth above for claim 112.

**Claim 113 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further providing web pages, at least one of the pages providing items indicated as appropriate for Mother's Day\*\*, the items being selectable to facilitate placing the order.*

NPL\_FlowerNet teach *further providing web pages, at least one of the pages providing items indicated as appropriate for Mother's Day\*\*, the items being selectable to facilitate placing the order* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center); NPL\_FlowersNet\_20 of 27 (holiday bouquets; order holiday center piece); 1 of 27 (Christmas/New years); 20 of 27 (Christmas Special); 23 of 27 (mother's day)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further providing web pages, at least one of the pages providing items indicated as appropriate for Mother's Day\*\*, the items being selectable to facilitate placing the order* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since FlowerNet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

\*\*Please note that "Mother's Day" is a type of holiday and is non-functional descriptive material. NPL\_FlowersNet recognizes sending flowers for different occasions, i.e. great for saying "sorry" NPL\_FlowersNet\_16 of 27; Christmas, Mother's Day, etc. These differences are only found in the nonfunctional descriptive material and are not functionally involved in the steps recited. The information collection and storage steps would be performed the same regardless of the data. Thus, this descriptive material will not distinguish the claimed invention from the prior art in terms of patentability, see *In re Gulack*,

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703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F.3d 1579, 32 USPQ2d 1031 (Fed. Cir. 1994).

**Claim 434 –**

Claim 434 is directed to an apparatus and is dependent from claim 327. Claim 113 is directed to a method and is dependent from claim 1. Claim 434 recites substantially similar limitations as those addressed above for claim 113. Claim 434 is therefore rejected for the same reasons as set forth above for claim 113.

**Claim 114 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages, at least one of the pages providing items indicated as appropriate for Passover\*\*, the items being selectable to facilitate placing the order.*

NPL\_FlowerNet teach *further including providing web pages, at least one of the pages providing items indicated as appropriate for Passover\*\*, the items being selectable to facilitate placing the order* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center); NPL\_FlowersNet\_20 of 27 (holiday bouquets; order holiday center piece); 1 of 27 (Christmas/New years); 20 of 27 (Christmas Special); 23 of 27 (mother's day)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, at least one of the pages providing items indicated as appropriate for Passover\*\*, the items being selectable to facilitate placing the order* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since FlowerNet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**\*\*Please note that "Passover" is a type of holiday and is non-functional descriptive material. NPL\_FlowersNet recognizes sending flowers for different occasions, i.e. great for saying "sorry" NPL\_FlowersNet\_16 of 27; Christmas, Mother's Day, etc. These differences are only found in the nonfunctional descriptive material and are not functionally involved in the steps recited. The information collection and storage steps would be performed the same regardless of the data. Thus, this descriptive**

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material will not distinguish the claimed invention from the prior art in terms of patentability, see *In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F.3d 1579, 32 USPQ2d 1031 (Fed. Cir. 1994).

**Claim 435 –**

Claim 435 is directed to an apparatus and is dependent from claim 327. Claim 114 is directed to a method and is dependent from claim 1. Claim 435 recites substantially similar limitations as those addressed above for claim 114. Claim 435 is therefore rejected for the same reasons as set forth above for claim 114.

**Claim 115 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages, at least one of the pages providing items indicated as appropriate for Thanksgiving\*\*, the items being selectable to facilitate placing the order.*

NPL\_FlowerNet teach *further including providing web pages, at least one of the pages providing items indicated as appropriate for Thanksgiving\*\*, the items being selectable to facilitate placing the order* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center); NPL\_FlowersNet\_20 of 27 (holiday bouquets; order holiday center piece); 1 of 27 (Christmas/New years); 20 of 27 (Christmas Special); 23 of 27 (mother's day)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, at least one of the pages providing items indicated as appropriate for Thanksgiving\*\*, the items being selectable to facilitate placing the order* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since FlowerNet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

\*\*Please note that "Thanksgiving" is a type of holiday and is non-functional descriptive material. NPL\_FlowersNet recognizes sending flowers for different occasions, i.e. great for saying "sorry" NPL\_FlowersNet\_16 of 27; Christmas, Mother's Day, etc. These differences are only found in the



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nonfunctional descriptive material and are not functionally involved in the steps recited. The information collection and storage steps would be performed the same regardless of the data. Thus, this descriptive material will not distinguish the claimed invention from the prior art in terms of patentability, see *In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F.3d 1579, 32 USPQ2d 1031 (Fed. Cir. 1994).

**Claim 436 –**

Claim 436 is directed to an apparatus and is dependent from claim 327. Claim 115 is directed to a method and is dependent from claim 1. Claim 436 recites substantially similar limitations as those addressed above for claim 115. Claim 436 is therefore rejected for the same reasons as set forth above for claim 115.

**Claim 116 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages, at least one of the pages providing items indicated appropriate for Valentines Day, the items being selectable to facilitate placing the order.*

NPL\_FlowerNet teach *further including providing web pages, at least one of the pages providing items indicated appropriate for Valentines Day, the items being selectable to facilitate placing the order* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center); NPL\_FlowersNet\_20 of 27 (holiday bouquets; order holiday center piece); 1 of 27 (Christmas/New years); 20 of 27 (Christmas Special); 23 of 27 (mother's day)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, at least one of the pages providing items indicated appropriate for Valentines Day, the items being selectable to facilitate placing the order* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since FlowerNet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

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**\*\*Please note that "Thanksgiving" is a type of holiday and is non-functional descriptive material.** NPL\_FlowersNet recognizes sending flowers for different occasions, i.e. great for saying "sorry" NPL\_FlowersNet\_16 of 27; Christmas, Mother's Day, etc. These differences are only found in the nonfunctional descriptive material and are not functionally involved in the steps recited. The information collection and storage steps would be performed the same regardless of the data. Thus, this descriptive material will not distinguish the claimed invention from the prior art in terms of patentability, see *In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F.3d 1579, 32 USPQ2d 1031 (Fed. Cir. 1994).

**Claim 437 –**

Claim 437 is directed to an apparatus and is dependent from claim 327. Claim 116 is directed to a method and is dependent from claim 1. Claim 437 recites substantially similar limitations as those addressed above for claim 116. Claim 437 is therefore rejected for the same reasons as set forth above for claim 116.

**Claim 117 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further providing web pages, at least one of the pages providing a selectable occasion which if selected, causes a display of a portion of inventory.*

NPL\_FlowerNet teach *further providing web pages, at least one of the pages providing a selectable occasion which if selected, causes a display of a portion of inventory* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center); NPL\_FlowersNet\_20 of 27 (holiday bouquets; order holiday center piece); 1 of 27 (Christmas/New years); 20 of 27 (Christmas Special); 23 of 27 (mother's day)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further providing web pages, at least one of the pages providing a selectable occasion which if selected, causes a display of a portion of inventory* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since FlowerNet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

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**Claim 438 –**

Claim 438 is directed to an apparatus and is dependent from claim 327. Claim 117 is directed to a method and is dependent from claim 1. Claim 438 recites substantially similar limitations as those addressed above for claim 117. Claim 438 is therefore rejected for the same reasons as set forth above for claim 117.

81. Claims 118 and 439 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Tackbary et al. (US 5555496).

**Claim 118 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing [[web]] pages, at least one of the pages providing a selectable occasion which if selected causes a display of inventory sorted by price.*

Tackbary et al. teach *further including providing pages, at least one of the pages providing a selectable occasion which if selected causes a display of inventory sorted by price* (see at Fig. 8 (sort by price)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing pages, at least one of the pages providing a selectable occasion which if selected causes a display of inventory sorted by price* as taught by Tackbary et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since once the order button is clicked the order summary is displayed to the user, showing the details of the user's order (see at least col. 11, Ll. 47-60 of Tackbary et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *providing [[web]] pages (see at least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

**Claim 439 –**

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Claim 439 is directed to an apparatus and is dependent from claim 327. Claim 118 is directed to a method and is dependent from claim 1. Claim 439 recites substantially similar limitations as those addressed above for claim 118. Claim 439 is therefore rejected for the same reasons as set forth above for claim 118.

82. Claims 119-120 and 440-441 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Slotznick (US 5983200).

**Claim 119 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing [[web]] pages, at least one of the pages providing a selectable occasion which if selected, causes a display of inventory sorted by popularity.*

Slotznick teach *further including providing pages, at least one of the pages providing a selectable occasion which if selected, causes a display of inventory sorted by popularity* (see at least Figs. 6-7; col. 19, l. 36 through col. 20, l. 41 (if the user has previously sent anything to the contact or entered the contact into a contact manager and has a standard choice of anniversary bouquet, he or she need only enter name and occasion...); col. 21, l. 61 through col. 22, l. 16). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *further including providing pages, at least one of the pages providing a selectable occasion which if selected, causes a display of inventory sorted by popularity* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *providing [[web]] pages (see at least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

**Claim 440 –**

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Claim 440 is directed to an apparatus and is dependent from claim 327. Claim 119 is directed to a method and is dependent from claim 1. Claim 440 recites substantially similar limitations as those addressed above for claim 119. Claim 440 is therefore rejected for the same reasons as set forth above for claim 119.

**Claim 120 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing [[web]] pages, the [[web]] pages collectively enabling placement of the order of the product and the shipment.*

Slotznick teach *further including providing pages, the pages collectively enabling placement of the order of the product and the shipment* (see at least Figs. 6-7; col. 19, l. 36 through col. 20, l. 41; col. 20, l. 54 through col. 21, l. 5; col. 21, l. 61 through col. 22, l. 16). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *further including providing pages, the pages collectively enabling placement of the order of the product and the shipment* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *providing [[web]] pages (see at least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

**Claim 441 –**

Claim 441 is directed to an apparatus and is dependent from claim 327. Claim 120 is directed to a method and is dependent from claim 1. Claim 441 recites substantially similar limitations as those addressed above for claim 120. Claim 441 is therefore rejected for the same reasons as set forth above for claim 120.

83. Claims 121 and 442 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_FlowerNet.pdf.

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**Claim 121 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages, the web pages collectively enabling placement of the order of the product, the shipment by the shipper and viewing shipment status.*

NPL\_FlowerNet teach *further including providing web pages, the web pages collectively enabling placement of the order of the product, the shipment by the shipper and viewing shipment status* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center; Fedex tracking number is emailed back to the consumer, the consumer can go back to the flowerNet's website and track the flowers). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, the web pages collectively enabling placement of the order of the product, the shipment by the shipper and viewing shipment status* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since FlowerNet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 442 –**

Claim 442 is directed to an apparatus and is dependent from claim 327. Claim 121 is directed to a method and is dependent from claim 1. Claim 442 recites substantially similar limitations as those addressed above for claim 121. Claim 442 is therefore rejected for the same reasons as set forth above for claim 121.

84. Claims 122 and 443 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above, further in view of Blinn et al. (US 6058373).

**Claim 122 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

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- *further including providing web pages, the web pages collectively enabling placement of the order and the shipment optionally to the United States or to Canada.*

Blinn et al. teach *further including providing web pages, the web pages collectively enabling placement of the order and the shipment optionally to the United States or to Canada* (see at least col. 35, ll. 36-65 (evaluate ship to country); Figs. 1-2). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, the web pages collectively enabling placement of the order and the shipment optionally to the United States or to Canada* as taught by Blinn et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since the system evaluates the ship to country to determine whether the purchased items are destined for the United States of America (see at least col. 35, ll. 37-42 of Blinn et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

#### **Claim 443 –**

Claim 443 is directed to an apparatus and is dependent from claim 327. Claim 122 is directed to a method and is dependent from claim 1. Claim 443 recites substantially similar limitations as those addressed above for claim 122. Claim 443 is therefore rejected for the same reasons as set forth above for claim 122.

85. Claims 123-126 and 444-446 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_FlowerNet.pdf.

#### **Claim 123 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose

- *further including providing web pages, at least one of the pages providing fields to enter reminder information for storage of that reminder information, the reminder information used to trigger an email reminder.*

NPL\_FlowerNet teach *further including providing web pages, at least one of the pages providing fields to enter reminder information for storage of that reminder information, the reminder information used to trigger an email reminder* (see at least NPL\_FlowersNet\_1 of 27 (Demo Calendar); NPL\_FlowersNet\_3 of 27 (free

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on line calendar and email reminder service); NPL\_FlowersNet\_6 of 27; NPL\_FlowersNet\_20 of 27 (Remind Me...)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, at least one of the pages providing fields to enter reminder information for storage of that reminder information, the reminder information used to trigger an email reminder* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 444 –**

Claim 444 is directed to an apparatus and is dependent from claim 327. Claim 123 is directed to a method and is dependent from claim 1. Claim 444 recites substantially similar limitations as those addressed above for claim 123. Claim 444 is therefore rejected for the same reasons as set forth above for claim 123.

**Claim 124 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose

- *further including providing web pages at least one of the pages providing fields to enter reminder information; storing the reminder information; and using the reminder information to trigger an email reminder of a birthday.*

NPL\_FlowerNet teach *further including providing web pages at least one of the pages providing fields to enter reminder information; storing the reminder information; and using the reminder information to trigger an email reminder of a birthday* (see at least NPL\_FlowersNet\_1 of 27 (Demo Calendar); NPL\_FlowersNet\_3 of 27 (free on line calendar and email reminder service); NPL\_FlowersNet\_6 of 27; NPL\_FlowersNet\_20 of 27 (Remind Me...)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages at least one of the pages providing fields to enter reminder information; storing the reminder information; and using the reminder information to trigger an email reminder of a birthday* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as



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evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 445 –**

Claim 445 is directed to an apparatus and is dependent from claim 327. Claim 124 is directed to a method and is dependent from claim 1. Claim 445 recites substantially similar limitations as those addressed above for claim 124. Claim 445 is therefore rejected for the same reasons as set forth above for claim 124.

**Claim 125 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose

- *wherein the order for the product is for an order for a product customized and fulfilled just for a recipient.*

NPL\_FlowerNet teach *wher wherein the order for the product is for an order for a product customized and fulfilled just for a recipient* (see at least NPL\_FlowersNet\_24 of 27 (Flowernet's website (your flower order); host computer @ Evergreen Internet; Flowernet's Floral Design Center; flower bouquet is designed according to your request; gift card is prepared)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the order for the product is for an order for a product customized and fulfilled just for a recipient* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 126 –**

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Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose

- *further including providing web pages, at least one of the pages providing fields to enter reminder information; storing the reminder information; and using the reminder information to trigger an email reminder of an anniversary.*

NPL\_FlowerNet teach *further including providing web pages, at least one of the pages providing fields to enter reminder information; storing the reminder information; and using the reminder information to trigger an email reminder of an anniversary* (see at least NPL\_FlowersNet\_1 of 27 (Demo Calendar); NPL\_FlowersNet\_3 of 27 (free on line calendar and email reminder service); NPL\_FlowersNet\_6 of 27; NPL\_FlowersNet\_20 of 27 (Remind Me...); 3 of 27 (your own anniversary)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, at least one of the pages providing fields to enter reminder information; storing the reminder information; and using the reminder information to trigger an email reminder of an anniversary* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

#### **Claim 446 –**

Claim 446 is directed to an apparatus and is dependent from claim 327. Claim 126 is directed to a method and is dependent from claim 1. Claim 446 recites substantially similar limitations as those addressed above for claim 126. Claim 446 is therefore rejected for the same reasons as set forth above for claim 126.

86. Claims 127 and 447 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_FlowerNet.pdf further in view of Kiley1 (Building your electronic list).

#### **Claim 127 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

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Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages, at least one of the pages providing fields to enter reminder information; storing the reminder information; and using the reminder information to trigger an email reminders; and*

NPL\_FlowerNet teach *further including providing web pages, at least one of the pages providing fields to enter reminder information; storing the reminder information; and using the reminder information to trigger an email reminders* (see at least NPL\_FlowersNet\_1 of 27 (Demo Calendar); NPL\_FlowersNet\_3 of 27 (free on line calendar and email reminder service); NPL\_FlowersNet\_6 of 27; NPL\_FlowersNet\_20 of 27 (Remind Me...); 3 of 27 (your own anniversary)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, at least one of the pages providing fields to enter reminder information; storing the reminder information; and using the reminder information to trigger an email reminders* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf do not explicitly disclose:

- *wherein the email reminder comprises a special offer for an order.*

Kiley1 teach *wherein the email reminder comprises a special offer for an order* (see at least whole article; building e-mail lists; loyalty programs which offers discounts, giveaways and special offers to cybershoppers who register with the site). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf to include *wherein the email reminder comprises a special offer for an order* as taught by Kiley1. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf in this way since it provides discounts, giveaways and special offers to cybershoppers (see at least Kiley1 whole reference). Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce

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among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 447 –**

Claim 447 is directed to an apparatus and is dependent from claim 327. Claim 127 is directed to a method and is dependent from claim 1. Claim 447 recites substantially similar limitations as those addressed above for claim 127. Claim 447 is therefore rejected for the same reasons as set forth above for claim 127.

87. Claims 128 and 448 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_FlowerNet.pdf further in view of Kiley1 (Building your electronic list) further in view of Kiley2 (Database drive holiday promos).

**Claim 128 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages, at least one of the pages providing fields for entering reminder information; storing reminder information; and using the reminder information to trigger an email reminder; and*

NPL\_FlowerNet teach *further including providing web pages, at least one of the pages providing fields for entering reminder information; storing reminder information; and using the reminder information to trigger an email reminder* (see at least NPL\_FlowersNet\_1 of 27 (Demo Calendar); NPL\_FlowersNet\_3 of 27 (free on line calendar and email reminder service); NPL\_FlowersNet\_6 of 27; NPL\_FlowersNet\_20 of 27 (Remind Me...); 3 of 27 (your own anniversary)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, at least one of the pages providing fields for entering reminder information; storing reminder information; and using the reminder information to trigger an email reminder* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped

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estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf do not explicitly disclose:

- *wherein the email reminder comprises an offer.*

Kiley1 teach *wherein the email reminder comprises an offer* (see at least whole article; building e-mail lists; loyalty programs which offers discounts, giveaways and special offers to cybershoppers who register with the site). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf to include *wherein the email reminder comprises an offer* as taught by Kiley1. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf in this way since it provides discounts, giveaways and special offers to cybershoppers (see at least Kiley1 whole reference). Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.). NPL\_FlowersNet\_20 of 27 advertises "Christmas Special."

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf further in view of Kiley1 do not explicitly disclose:

- *an offer [[of free shipping for an order]].*

Kiley2 teach *an offer [[of free shipping for an order]]* (see at least whole article; offers such as free shipping). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf to include *an offer [[of free shipping for an order]]* as taught by Kiley2. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf in this way since it is a type of marketing promotional (see at least Kiley2 whole reference). Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et

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al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.). NPL\_FlowersNet\_20 of 27 advertises "Christmas Special." Kiley1 teaches it providing discounts, giveaways and special offers to cybershoppers of an email list (see at least Kiley1 whole reference).

**Claim 448 –**

Claim 448 is directed to an apparatus and is dependent from claim 327. Claim 128 is directed to a method and is dependent from claim 1. Claim 448 recites substantially similar limitations as those addressed above for claim 128. Claim 448 is therefore rejected for the same reasons as set forth above for claim 128.

88. Claims 129 and 449 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_FlowerNet.pdf further in view of Kiley1 (Building your electronic list).

**Claim 129 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages at last one of the pages providing fields to enter reminder information; storing reminder information; and using the reminder information to trigger an email reminder; and*

NPL\_FlowerNet teach *further including providing web pages at last one of the pages providing fields to enter reminder information; storing reminder information; and using the reminder information to trigger an email reminder* (see at least NPL\_FlowersNet\_1 of 27 (Demo Calendar); NPL\_FlowersNet\_3 of 27 (free on line calendar and email reminder service); NPL\_FlowersNet\_6 of 27; NPL\_FlowersNet\_20 of 27 (Remind Me...); 3 of 27 (your own anniversary)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages at last one of the pages providing fields to enter reminder information; storing reminder information; and using the reminder information to trigger an email reminder* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order

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including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf do not explicitly disclose:

- *wherein the email reminder includes an offer of a special price for an order.*

Kiley1 teach *wherein the email reminder includes an offer of a special price for an order* (see at least whole article; building e-mail lists; loyalty programs which offers discounts, giveaways and special offers to cybershoppers who register with the site). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf to include *wherein the email reminder includes an offer of a special price for an order* as taught by Kiley1. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf in this way since it provides discounts, giveaways and special offers to cybershoppers (see at least Kiley1 whole reference). Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

#### **Claim 449 –**

Claim 449 is directed to an apparatus and is dependent from claim 327. Claim 129 is directed to a method and is dependent from claim 1. Claim 449 recites substantially similar limitations as those addressed above for claim 129. Claim 449 is therefore rejected for the same reasons as set forth above for claim 129.

89. Claims 130-132 and 450-452 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Slotznick (US 5983200).

#### **Claim 130 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing [[web]] pages at least one of the pages providing for ordering food.*

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Slotznick teach *further including providing pages at least one of the pages providing for ordering food* (see at least Figs. 6-7). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *further including providing pages at least one of the pages providing for ordering food* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *providing [[web]] pages (see at least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

**Claim 450 –**

Claim 450 is directed to an apparatus and is dependent from claim 327. Claim 130 is directed to a method and is dependent from claim 1. Claim 450 recites substantially similar limitations as those addressed above for claim 130. Claim 450 is therefore rejected for the same reasons as set forth above for claim 130.

**Claim 131 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing [[web]] pages at least one of the pages providing for ordering chocolates.*

Slotznick teach *further including providing pages at least one of the pages providing for ordering chocolates* (see at least Figs. 6-7). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *further including providing pages at least one of the pages providing for ordering chocolates* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order



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including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *providing [[web]] pages (see at least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

**Claim 451 –**

Claim 451 is directed to an apparatus and is dependent from claim 327. Claim 131 is directed to a method and is dependent from claim 1. Claim 451 recites substantially similar limitations as those addressed above for claim 131. Claim 451 is therefore rejected for the same reasons as set forth above for claim 131.

**Claim 132 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing [[web]] pages, at least one of the pages providing for ordering a basket of food.*

Slotznick teach *further including providing pages, at least one of the pages providing for ordering a basket of food* (see at least Figs. 6-7). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *further including providing pages, at least one of the pages providing for ordering a basket of food* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *providing [[web]] pages (see at least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

**Claim 452 –**

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Claim 452 is directed to an apparatus and is dependent from claim 327. Claim 132 is directed to a method and is dependent from claim 1. Claim 452 recites substantially similar limitations as those addressed above for claim 132. Claim 452 is therefore rejected for the same reasons as set forth above for claim 132.

90. Claims 133-135 and 453-455 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_OmahaSteaks.pdf.

**Claim 133 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages at least one of the pages using an SSL security certificate used to carry out the order.*

NPL\_OmahaSteaks.pdf teach *further including providing web pages at least one of the pages using an SSL security certificate used to carry out the order* (see at least NPL\_OmahaSteaks\_6 of 9). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages at least one of the pages using an SSL security certificate used to carry out the order* as taught by NPL\_OmahaSteaks.pdf. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since using a browser which is SSL compatible automatically directs you to the secure commerce server which will encrypt the transaction and all the data (such as your credit card #) (see at least NPL\_OmahaSteaks\_6 of 9 of NPL\_OmahaSteaks.pdf). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Chelliah et al. further teach invoking External Commerce Subsystems to complete the transaction, such as FedEx's Powership shipping management software for shipping (see at least col. 6, ll. 44-48 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 453 –**

Claim 453 is directed to an apparatus and is dependent from claim 327. Claim 133 is directed to a method and is dependent from claim 1. Claim 453 recites substantially similar limitations as those addressed above for claim 133. Claim 453 is therefore rejected for the same reasons as set forth above for claim 133.

**Claim 134 –**

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Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages, at least one of the pages using an SSL security certificate used when a user views at least one of the web pages in which personal information may be edited.*

NPL\_OmahaSteaks.pdf teach *further including providing web pages, at least one of the pages using an SSL security certificate used when a user views at least one of the web pages in which personal information may be edited* (see at least NPL\_OmahaSteaks\_6 of 9). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, at least one of the pages using an SSL security certificate used when a user views at least one of the web pages in which personal information may be edited* as taught by NPL\_OmahaSteaks.pdf. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since using a browser which is SSL compatible automatically directs you to the secure commerce server which will encrypt the transaction and all the data (such as your credit card #) (see at least NPL\_OmahaSteaks\_6 of 9 of NPL\_OmahaSteaks.pdf). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Chelliah et al. further teach invoking External Commerce Subsystems to complete the transaction, such as FedEx's Powership shipping management software for shipping (see at least col. 6, ll. 44-48 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

#### **Claim 454 –**

Claim 454 is directed to an apparatus and is dependent from claim 327. Claim 134 is directed to a method and is dependent from claim 1. Claim 454 recites substantially similar limitations as those addressed above for claim 134. Claim 454 is therefore rejected for the same reasons as set forth above for claim 134.

#### **Claim 135 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing web pages, at least one of the pages using an SSL security certificate used when a user performs an action in which personal information may be edited.*

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NPL\_OmahaSteaks.pdf teach *further including providing web pages, at least one of the pages using an SSL security certificate used when a user performs an action in which personal information may be edited* (see at least NPL\_OmahaSteaks\_6 of 9). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, at least one of the pages using an SSL security certificate used when a user performs an action in which personal information may be edited* as taught by NPL\_OmahaSteaks.pdf. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since using a browser which is SSL compatible automatically directs you to the secure commerce server which will encrypt the transaction and all the data (such as your credit card #) (see at least NPL\_OmahaSteaks\_6 of 9 of NPL\_OmahaSteaks.pdf). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Chelliah et al. further teach invoking External Commerce Subsystems to complete the transaction, such as FedEx's Powership shipping management software for shipping (see at least col. 6, ll. 44-48 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 455 –**

Claim 455 is directed to an apparatus and is dependent from claim 327. Claim 135 is directed to a method and is dependent from claim 1. Claim 455 recites substantially similar limitations as those addressed above for claim 135. Claim 455 is therefore rejected for the same reasons as set forth above for claim 135.

91. Claims 136 and 456 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867).

**Claim 136 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose:

- *further including providing a web site with web pages such that card account information cannot be accessed from the web site. (see at least col. 17, ll. 17-21 of Chelliah et al.)*

**Claim 456 –**

Claim 456 is directed to an apparatus and is dependent from claim 327. Claim 136 is directed to a method and is dependent from claim 1. Claim 456 recites substantially similar limitations as those addressed above for claim 136. Claim 456 is therefore rejected for the same reasons as set forth above for claim 136.

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92. Claims 137-138 and 457-458 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Franklin et al. (US 6125352).

**Claim 137 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing a web site with web pages such that card account information can be changed at the web site only by entering an order number.*

Franklin et al. teach *further including providing a web site with web pages such that card account information can be changed at the web site only by entering an order number* (see at least Fig. 10 (Display options to add, edit, delete or make preferred payment sources, etc.)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing a web site with web pages such that card account information can be changed at the web site only by entering an order number* as taught by Franklin et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since it facilitates viewing and manipulating payment source data in the electronic wallet which also permits consumers to view and manipulate shipping address data in the electronic address book (see at least 25, l. 65 through col. 26, l. 6 of Franklin et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 457 –**

Claim 457 is directed to an apparatus and is dependent from claim 327. Claim 137 is directed to a method and is dependent from claim 1. Claim 457 recites substantially similar limitations as those addressed above for claim 137. Claim 457 is therefore rejected for the same reasons as set forth above for claim 137.

**Claim 138 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing a web site with web pages such that card account information can be changed at one of the web pages such that card account information cannot be accessed by any other portion of the website.*

Franklin et al. teach *further including providing a web site with web pages such that card account information can be changed at one of the web pages such that card account information cannot be accessed by any other portion of the website* (see at least Fig. 10 (Display options to add, edit, delete or make preferred payment sources, etc.)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing a web site with web pages such that card account information can be changed at one of the web pages such that card account information cannot be accessed by any other portion of the website* as taught by Franklin et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since it facilitates viewing and manipulating payment source data in the electronic wallet which also permits consumers to view and manipulate shipping address data in the electronic address book (see at least 25, l. 65 through col. 26, l. 6 of Franklin et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 458 –**

Claim 458 is directed to an apparatus and is dependent from claim 327. Claim 138 is directed to a method and is dependent from claim 1. Claim 458 recites substantially similar limitations as those addressed above for claim 138. Claim 458 is therefore rejected for the same reasons as set forth above for claim 138.

93. Claims 139-141 and 459-461 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867).

**Claim 139 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose

- *further including processing to carry out a purchase for the order as an on-line purchase. (see at least col. 6, ll. 4-12 (electronic mall); col. 6, ll. 37-43 (customer; electronic storefront); col. 12, l. 28 (transaction processing); col. 12, ll. 34-36, 43-45, 50-55 (total price, i.e. product price, tax, shipping); col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l. 6 (order fulfillment; order has been processed; arrange for delivery of goods to customer; calls payment handler interface to settle payment) of Chelliah et al.)*

**Claim 459 –**

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Claim 459 is directed to an apparatus and is dependent from claim 327. Claim 139 is directed to a method and is dependent from claim 1. Claim 459 recites substantially similar limitations as those addressed above for claim 139. Claim 459 is therefore rejected for the same reasons as set forth above for claim 139.

**Claim 140 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose

- *further including processing to carry out the order with CyberCash\*\*.* (see at least col. 6, ll. 4-12 (electronic mall); col. 6, ll. 37-43 (customer; electronic storefront); col. 12, l. 28 (transaction processing); col. 12, ll. 34-36, 43-45, 50-55 (total price, i.e. product price, tax, shipping); col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l. 6 (order fulfillment; order has been processed; arrange for delivery of goods to customer; calls payment handler interface to settle payment) of Chelliah et al.)

\*\*Please note that CyberCash is a trademark/Company and any claims directed to a specific trademark/Company are not permitted. For purposes of examination the Examiner has interpreted this limitation generically as online financial transaction.

**Claim 460 –**

Claim 460 is directed to an apparatus and is dependent from claim 327. Claim 140 is directed to a method and is dependent from claim 1. Claim 460 recites substantially similar limitations as those addressed above for claim 140. Claim 460 is therefore rejected for the same reasons as set forth above for claim 140.

**Claim 141 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. disclose

- *further including processing to carry out a purchase for the order with real-time card processing.* (see at least col. 6, ll. 4-12 (electronic mall); col. 6, ll. 37-43 (customer; electronic storefront); col. 12, l. 28 (transaction processing); col. 12, ll. 34-36, 43-45, 50-55 (total price, i.e. product price, tax, shipping); col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l. 6 (order fulfillment; order has been processed; arrange for delivery of goods to customer; calls payment handler interface to settle payment) of Chelliah et al.)

**Claim 461 –**

Claim 461 is directed to an apparatus and is dependent from claim 327. Claim 141 is directed to a method and is dependent from claim 1. Claim 461 recites substantially similar limitations as those addressed above for claim 141. Claim 461 is therefore rejected for the same reasons as set forth above for claim 141.

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94. Claims 142-143 and 462-463 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Slotznick (US 5983200).

**Claim 142 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further providing [[web]] pages, whereby fields are provided to make a purchase and fields are provided to make the shipment.*

Slotznick teach *further providing pages, whereby fields are provided to make a purchase and fields are provided to make the shipment* (see at least Figs. 6-7 ). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *further providing pages, whereby fields are provided to make a purchase and fields are provided to make the shipment* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *providing [[web]] pages (see at least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

**Claim 462 –**

Claim 462 is directed to an apparatus and is dependent from claim 327. Claim 142 is directed to a method and is dependent from claim 1. Claim 462 recites substantially similar limitations as those addressed above for claim 142. Claim 462 is therefore rejected for the same reasons as set forth above for claim 142.

**Claim 143 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:



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- *further including providing [[web]] pages at least one of the pages providing fields to enable receiving gift registry information.*

Slotznick teach *further including providing pages at least one of the pages providing fields to enable receiving gift registry information* (see at least Figs. 6-7; col. 20, ll. 16-25; col. 21, ll. 50-55 (orders for recurring occasion)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *including providing pages at least one of the pages providing fields to enable receiving gift registry information* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *providing [[web]] pages (see at least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

#### **Claim 463 –**

Claim 463 is directed to an apparatus and is dependent from claim 327. Claim 143 is directed to a method and is dependent from claim 1. Claim 463 recites substantially similar limitations as those addressed above for claim 143. Claim 463 is therefore rejected for the same reasons as set forth above for claim 143.

95. Claims 144-147 and 464-467 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of NPL\_FlowerNet.pdf.

#### **Claim 144 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose

- *further including providing web pages, at least one of the pages providing links to partner web sites.*

NPL\_FlowerNet teach *further including providing web pages, at least one of the pages providing links to partner web sites* (see at least NPL\_FlowersNet\_14 of 27 (I am interested in advertising on your web site);

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NPL\_FlowersNet\_20 of 27 and NPL\_FlowersNet\_21 of 27). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, at least one of the pages providing links to partner web sites* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 464 –**

Claim 464 is directed to an apparatus and is dependent from claim 327. Claim 144 is directed to a method and is dependent from claim 1. Claim 464 recites substantially similar limitations as those addressed above for claim 144. Claim 464 is therefore rejected for the same reasons as set forth above for claim 144.

**Claim 145 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose

- *further including providing web pages, at least one of the pages providing links to partner websites with product offerings.*

NPL\_FlowerNet teach *further including providing web pages, at least one of the pages providing links to partner websites with product offerings* (see at least NPL\_FlowersNet\_14 of 27 (I am interested in advertising on your web site); NPL\_FlowersNet\_20 of 27 and NPL\_FlowersNet\_21 of 27). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, at least one of the pages providing links to partner websites with product offerings* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required

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delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 465 –**

Claim 465 is directed to an apparatus and is dependent from claim 327. Claim 145 is directed to a method and is dependent from claim 1. Claim 465 recites substantially similar limitations as those addressed above for claim 145. Claim 465 is therefore rejected for the same reasons as set forth above for claim 145.

**Claim 146 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose

- *further including providing web pages, at least one of the pages proving links to co-provider web sites.*

NPL\_FlowerNet teach *further including providing web pages, at least one of the pages proving links to co-provider web sites* (see at least NPL\_FlowersNet\_14 of 27 (I am interested in advertising on your web site); NPL\_FlowersNet\_20 of 27 and NPL\_FlowersNet\_21 of 27). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, at least one of the pages proving links to co-provider web sites* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 466 –**

Claim 466 is directed to an apparatus and is dependent from claim 327. Claim 146 is directed to a method and is dependent from claim 1. Claim 466 recites substantially similar limitations as those addressed above for claim 146. Claim 466 is therefore rejected for the same reasons as set forth above for claim 146.

**Claim 147 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

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Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose

- *further including providing web pages, at least one of the pages providing a link to an affiliate web site.*

NPL\_FlowerNet teach *further including providing web pages, at least one of the pages providing a link to an affiliate web site* (see at least NPL\_FlowersNet\_14 of 27 (I am interested in advertising on your web site); NPL\_FlowersNet\_20 of 27 and NPL\_FlowersNet\_21 of 27). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, at least one of the pages providing a link to an affiliate web site* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flownet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

#### **Claim 467 –**

Claim 467 is directed to an apparatus and is dependent from claim 327. Claim 147 is directed to a method and is dependent from claim 1. Claim 467 recites substantially similar limitations as those addressed above for claim 147. Claim 467 is therefore rejected for the same reasons as set forth above for claim 147.

96. Claims 148-151 and 468-471 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Bezos et al. (US 6029141).

#### **Claim 148 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose

- *further including providing web pages, at least one of the pages providing links to affiliate web sites; and processing to provide a credit for an affiliate referral associated with the order.*

Bezos et al. teach *further including providing web pages, at least one of the pages providing links to affiliate web sites; and processing to provide a credit for an affiliate referral associated with the order* (see at Abstract). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing web pages, at least one of the pages providing links to affiliate web sites; and processing to*

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*provide a credit for an affiliate referral associated with the order* as taught by Bezos et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since an Internet based referral system enables individuals and other business entities to market products in return for a commission that are sold from a merchant's web site (see at least Abstract of Bezos et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 468 –**

Claim 468 is directed to an apparatus and is dependent from claim 327. Claim 148 is directed to a method and is dependent from claim 1. Claim 468 recites substantially similar limitations as those addressed above for claim 148. Claim 468 is therefore rejected for the same reasons as set forth above for claim 148.

**Claim 149 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose

- *further including processing to provide a credit for an affiliate referral associated with the order.*

Bezos et al. teach *further including processing to provide a credit for an affiliate referral associated with the order* (see at Abstract). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including processing to provide a credit for an affiliate referral associated with the order* as taught by Bezos et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since an Internet based referral system enables individuals and other business entities to market products in return for a commission that are sold from a merchant's web site (see at least Abstract of Bezos et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 469 –**

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Claim 469 is directed to an apparatus and is dependent from claim 327. Claim 149 is directed to a method and is dependent from claim 1. Claim 469 recites substantially similar limitations as those addressed above for claim 149. Claim 469 is therefore rejected for the same reasons as set forth above for claim 149.

**Claim 150 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose

- *further including tracking referrers associated with respective orders.*

Bezos et al. teach *further including tracking referrers associated with respective orders* (see at Abstract; col. 2, ll. 41-44, 50-55, 61-65). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including tracking referrers associated with respective orders* as taught by Bezos et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since an Internet based referral system enables individuals and other business entities to market products in return for a commission that are sold from a merchant's web site (see at least Abstract of Bezos et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 470 –**

Claim 470 is directed to an apparatus and is dependent from claim 327. Claim 150 is directed to a method and is dependent from claim 1. Claim 470 recites substantially similar limitations as those addressed above for claim 150. Claim 470 is therefore rejected for the same reasons as set forth above for claim 150.

**Claim 151 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose

- *further including associating a referral code with respective orders.*

Bezos et al. teach *further including associating a referral code with respective orders* (see at Abstract col. 2, ll. 41-44, 50-55, 61-65). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to

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include *further including associating a referral code with respective orders* as taught by Bezos et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since an Internet based referral system enables individuals and other business entities to market products in return for a commission that are sold from a merchant's web site (see at least Abstract of Bezos et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 471 –**

Claim 471 is directed to an apparatus and is dependent from claim 327. Claim 151 is directed to a method and is dependent from claim 1. Claim 471 recites substantially similar limitations as those addressed above for claim 151. Claim 471 is therefore rejected for the same reasons as set forth above for claim 151.

97. Claims 152-153 and 472-473 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Tackbary et al. (US 5555496).

**Claim 152 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing at a [[web]] site a consumer selectable greeting card which if selected associates the greeting card with the order.*

Tackbary et al. teach *further including providing at a site a consumer selectable greeting card which if selected associates the greeting card with the order* (see at least Figs. 5, 8-9). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing at a site a consumer selectable greeting card which if selected associates the greeting card with the order* as taught by Tackbary et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since once the order button is clicked the order summary is displayed to the user, showing the details of the user's order (see at least col. 11, ll. 47-60 of Tackbary et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product

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identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *providing at a [[web]] site (see at least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

**Claim 472 –**

Claim 472 is directed to an apparatus and is dependent from claim 327. Claim 152 is directed to a method and is dependent from claim 1. Claim 472 recites substantially similar limitations as those addressed above for claim 152. Claim 472 is therefore rejected for the same reasons as set forth above for claim 152.

**Claim 153 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including providing a text box with context of a graphic for the card.*

Tackbary et al. teach *further including providing a text box with context of a graphic for the card* (see at least Figs. 5, 8-9). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *further including providing a text box with context of a graphic for the card* as taught by Tackbary et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since once the order button is clicked the order summary is displayed to the user, showing the details of the user's order (see at least col. 11, ll. 47-60 of Tackbary et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 473 –**

Claim 473 is directed to an apparatus and is dependent from claim 327. Claim 153 is directed to a method and is dependent from claim 1. Claim 473 recites substantially similar limitations as those addressed above for claim 153. Claim 473 is therefore rejected for the same reasons as set forth above for claim 153.



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98. Claims 154 and 474 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867).

**Claim 154 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. does not explicitly disclose:

- *wherein the electronic communication includes two dates, the dates including a deliver by date.*

Bain et al. *wherein the electronic communication includes two dates, the dates including a deliver by date* (see at least col. 5, ll. 60-62 (receive purchase order from mainframe computer) of Bain et al.; col. 7, ll. 28-55 (purchase order number, purchase order date, required delivery date, shipping destination code, shipping cost, product identification, date shipped, estimated arrival date, UCC tracking number; carrier such as UPS, quantity ordered, quantity packed, shipping charge indication, shipping charge amount, carrier tracer number) of Bain et al.; col. 8, ll. 14-16, 22-34 (data for transmission to a marking printer in order to print a shipping label and a packing list label; compliance shipping label includes shipping carrier, purchase order number, barcoded tracking number (Fig. 2); packing list label (Fig. 3); marking printer is a printer that prints information on a web of record members such as labels that are affixable to a container such as a box) of Bain et al.; col. 10, ll. 39-42 (purchase order via down load from a main frame computer) of Bain et al.). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. to include *processing the order and the waybill data, with the computer system so as to produce an electronic communication which is output to the digital network and which, when printed on one sheet, comprises a waybill and a specification of the product that fulfills the order by a shipment of the product with the waybill* as taught by Bain et al. as evidenced by Hamisch, Sr. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in this way since the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.).

**Claim 474 –**

Claim 474 is directed to an apparatus and is dependent from claim 327. Claim 154 is directed to a method and is dependent from claim 1. Claim 474 recites substantially similar limitations as those addressed above for claim 154. Claim 474 is therefore rejected for the same reasons as set forth above for claim 154.

99. Claims 155-156 and 475-478 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 1 and 327 above further in view of Slotznick (US 5983200).

**Claim 155 –**

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Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including selecting a supplier of the product.*

Slotznick teach *further including selecting a supplier of the product* (see at least col. 19, ll. 49-54; col. 20, l. 65 through col. 21, l. 5; col. 21, l. 61 through col. 22, l. 15). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *further including selecting a supplier of the product* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

#### **Claim 475 –**

Claim 475 is directed to an apparatus and is dependent from claim 327. Claim 155 is directed to a method and is dependent from claim 1. Claim 475 recites substantially similar limitations as those addressed above for claim 155. Claim 475 is therefore rejected for the same reasons as set forth above for claim 155.

#### **Claim 156 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim 1 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the electronic communication includes an indication that a delivery of the product can be carried out by a drop off at a recipient's door.*

Slotznick teach *wherein the electronic communication includes an indication that a delivery of the product can be carried out by a drop off at a recipient's door* (see at least col. 19, ll. 9-25). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *wherein the electronic communication includes an indication that a delivery of the product can be carried out by a drop off at a recipient's door* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-

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54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 476 –**

Claim 476 is directed to an apparatus and is dependent from claim 327. Claim 156 is directed to a method and is dependent from claim 1. Claim 476 recites substantially similar limitations as those addressed above for claim 156. Claim 476 is therefore rejected for the same reasons as set forth above for claim 156.

**Claim 477 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the method of claim any one of 327 to 476 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the product comprises flowers.*

Slotznick teach *wherein the product comprises flowers* (see at least Figs. 6-7). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *wherein the product comprises flowers* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 478 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the apparatus of claim 327 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *further including a consumer computer system controlling the order being received at the computer system and thereby controlling the shipment.*

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Slotznick teach *further including a consumer computer system controlling the order being received at the computer system and thereby controlling the shipment* (see at least Figs. 6-7; col. 19, ll. 49-64; col. 21, l. 61 through col. 22, l. 15). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *further including a consumer computer system controlling the order being received at the computer system and thereby controlling the shipment* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

100. Claim 479 is rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claims 327 above further in view of Fisher et al. (US 6047264).

**Claim 479 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the apparatus of claim 327 as described above.

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the shipper computer system communicates waybill data, corresponding to the order, received at the computer system.*

Fisher et al. teach *wherein the shipper computer system communicates waybill data, corresponding to the order, received at the computer system* (see at least col. 2, ll. 8-30; col. 3, ll. 6-21 (status query, common carrier, status receiver, status database)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the shipper computer system communicates waybill data, corresponding to the order, received at the computer system* as taught by Fisher et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since it allows for automatically notifying a party of the status of the delivery without requiring submission of a status request or special profile information from the party (see at least col. 1, ll. 49-53 of Fisher et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product

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identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

101. Claims 480-481, 483 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867).

**Claim 480 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the apparatus of claim 327 as described above.

Chelliah et al. disclose:

- *further including a financial institution computer system communicating payment data, corresponding to the order, which is received at the computer system. (see at least col. 6, ll. 4-12 (electronic mall); col. 6, ll. 37-43 (customer; electronic storefront); col. 12, l. 28 (transaction processing); col. 12, ll. 34-36, 43-45, 50-55 (total price, i.e. product price, tax, shipping); col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l. 6 (order fulfillment; order has been processed; arrange for delivery of goods to customer; calls payment handler interface to settle payment) of Chelliah et al.)*

**Claim 481 –**

Chelliah et al. disclose:

- *Apparatus including (see at least Fig. 1 of Chelliah et al.)*

Chelliah et al. disclose:

- *a consumer ordering system communicating over a digital network to place an order for a product so as to cause a computer system to process the order and use waybill data, received via the digital network from a shipper computer, (see at least col. 6, ll. 4-12 (electronic mall); col. 6, ll. 37-43 (customer; electronic storefront); col. 12, l. 28 (transaction processing); col. 12, ll. 34-36, 43-45, 50-55 (total price, i.e. product price, tax, shipping); col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l. 6 (order fulfillment; order has been processed; arrange for delivery of goods to customer; calls payment handler interface to settle payment); col. 6, ll. 44-48 (external commerce subsystem, i.e. FedEx's Powership shipping management for shipping); col. 6, l. 57 (external commerce subsystems interfaces); col. 8, ll. 37-38 (external commerce subsystem); col. 8, l. 44 (shipping); col. 8, ll. 48-49 (FedEx's on-site personal computer-based shipping calculator (shipping)); col. 11, ll. 29-39 (shipping cost engine) of Chelliah et al.)*

Chelliah et al. does not explicitly disclose:

- *to produce an electronic communication which is output to a distribution center, via the digital network, and \*\*which when printed on one sheet, comprises a waybill and a specification of the product that fulfills the order by a shipment of the product with the waybill.*

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Bain et al. as evidenced by Hamisch, Sr. teach *to produce an electronic communication which is output to a distribution center, via the digital network, and \*\*which when printed on one sheet, comprises a waybill and a specification of the product that fulfills the order by a shipment of the product with the waybill* (see at least col. 5, ll. 60-62 (receive purchase order from mainframe computer) of Bain et al.; col. 7, ll. 28-55 (purchase order number, purchase order date, required delivery date, shipping destination code, shipping cost, product identification, date shipped, estimated arrival date, UCC tracking number; carrier such as UPS, quantity ordered, quantity packed, shipping charge indication, shipping charge amount, carrier tracer number) of Bain et al.; col. 8, ll. 14-16, 22-34 (data for transmission to a marking printer in order to print a shipping label and a packing list label; compliance shipping label includes shipping carrier, purchase order number, barcoded tracking number (Fig. 2); packing list label (Fig. 3); marking printer is a printer that prints information on a web of record members such as labels that are affixable to a container such as a box) of Bain et al.; col. 10, ll. 39-42 (purchase order via down load from a main frame computer) of Bain et al.; Abstract (record members in the form of a web of pressure sensitive labels) of Hamisch, Sr.; col. 2, l. 63 through col. 3, l. 8 of Hamisch, Sr.). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the apparatus of Chelliah et al. to include *to produce an electronic communication which is output to a distribution center, via the digital network, and \*\*which when printed on one sheet, comprises a waybill and a specification of the product that fulfills the order by a shipment of the product with the waybill* as taught by Bain et al. as evidenced by Hamisch, Sr. One of ordinary skill in the art at the time of the invention would have been motivated to expand the apparatus of Chelliah et al. in this way since the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Hamish, Sr. teach the record members are readily individually removed or released from the backing for application to merchandise because of a coating applied to the backing material as is conventional (see at least col. 3, ll. 3-7 of Hamisch, Sr.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.).

\*\*The Examiner notes that the recitation “which, when printed on one sheet, comprises a waybill and a specification of the product that fulfills the order by a shipment of the product with the waybill” is not positively recited and therefore does not require further consideration. However, for purposes of compact prosecution and in the event Applicant amends the claim to positively recite this limitation, and therefore being required, by claim the Examiner hereby provides the appropriate art to address this limitation.

#### **Claim 483 –**

Chelliah et al. disclose:

- *apparatus comprising: (see at least Fig. 1 of Chelliah et al.)*

Chelliah et al. disclose:

- *computer system programmed to perform the operation of: processing orders received from consumer ordering systems at a web site and waybill data received from a courier computer system, including for each order: communicating with a financial institution computer system to obtain payment for the order, and (see*

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at least col. 6, ll. 4-12 (electronic mall); col. 6, ll. 37-43 (customer; electronic storefront); col. 12, l. 28 (transaction processing); col. 12, ll. 34-36, 43-45, 50-55 (total price, i.e. product price, tax, shipping); col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l. 6 (order fulfillment; order has been processed; arrange for delivery of goods to customer; calls payment handler interface to settle payment); col. 6, ll. 44-48 (external commerce subsystem, i.e. FedEx's Powership shipping management for shipping); col. 6, l. 57 (external commerce subsystems interfaces); col. 8, ll. 37-38 (external commerce subsystem); col. 8, l. 44 (shipping); col. 8, ll. 48-49 (FedEx's on-site personal computer-based shipping calculator (shipping)); col. 11, ll. 29-39 (shipping cost engine) of Chelliah et al.)

Chelliah et al. does not explicitly disclose:

- *sending to a distribution center an electronic communication \*\*which, when printed on one sheet, comprises a waybill and a specification of the product that fulfills the order by a shipment of the product with the waybill.*

Bain et al. as evidenced by Hamisch, Sr. teach *sending to a distribution center an electronic communication \*\*which, when printed on one sheet, comprises a waybill and a specification of the product that fulfills the order by a shipment of the product with the waybill* (see at least col. 5, ll. 60-62 (receive purchase order from mainframe computer) of Bain et al.; col. 7, ll. 28-55 (purchase order number, purchase order date, required delivery date, shipping destination code, shipping cost, product identification, date shipped, estimated arrival date, UCC tracking number; carrier such as UPS, quantity ordered, quantity packed, shipping charge indication, shipping charge amount, carrier tracer number) of Bain et al.; col. 8, ll. 14-16, 22-34 (data for transmission to a marking printer in order to print a shipping label and a packing list label; compliance shipping label includes shipping carrier, purchase order number, barcoded tracking number (Fig. 2); packing list label (Fig. 3); marking printer is a printer that prints information on a web of record members such as labels that are affixable to a container such as a box) of Bain et al.; col. 10, ll. 39-42 (purchase order via download from a main frame computer) of Bain et al.; Abstract (record members in the form of a web of pressure sensitive labels) of Hamisch, Sr.; col. 2, l. 63 through col. 3, l. 8 of Hamisch, Sr.). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the apparatus of Chelliah et al. to include *sending to a distribution center an electronic communication \*\*which, when printed on one sheet, comprises a waybill and a specification of the product that fulfills the order by a shipment of the product with the waybill* as taught by Bain et al. as evidenced by Hamisch, Sr. One of ordinary skill in the art at the time of the invention would have been motivated to expand the apparatus of Chelliah et al. in this way since the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Hamish, Sr. teach the record members are readily individually removed or released from the backing for application to merchandise because of a coating applied to the backing material as is conventional (see at least col. 3, ll. 3-7 of Hamisch, Sr.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.).

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\*\*The Examiner notes that the recitation “which, when printed on one sheet, comprises a waybill and a specification of the product that fulfills the order by a shipment of the product with the waybill” is not positively recited and therefore does not require further consideration. However, for purposes of compact prosecution and in the event Applicant amends the claim to positively recite this limitation, and therefore being required, by claim the Examiner hereby provides the appropriate art to address this limitation.

102. Claims 484-485 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) as applied to claim 327 above further in view of Slotznick (US 5983200).

**Claim 484 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the apparatus of claim 483 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein for each said order, the computer system selects the distribution center for the shipment.*

Slotznick teach *wherein for each said order, the computer system selects the distribution center for the shipment* (see at least col. 19, ll. 49-54; col. 20, l. 54 through col. 21, l. 5; col. 21, l. 61 through col. 22, l. 16). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the apparatus of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *wherein for each said order, the computer system selects the distribution center for the shipment* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the apparatus of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 485 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) teach the apparatus of claim 483 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein for at least one of said orders, the product comprises flowers.*

Slotznick teach *wherein for at least one of said orders, the product comprises flowers* (see at least Figs. 6-7). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the



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apparatus of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *wherein for at least one of said orders, the product comprises flowers* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the apparatus of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

103. Claims 486-491 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet.pdf.

**Claim 486 –**

Chelliah et al. disclose:

- *Apparatus including: (see at least Fig. 1 of Chelliah et al.)*

Chelliah et al. disclose

- *a computer system performing operations including processing an order [[for flowers]], which order has been received via a web site from an ordering computer, and waybill data, which have been received via a digital network from a shipper computer, (see at least col. 6, ll. 4-12 (electronic mall); col. 6, ll. 37-43 (customer; electronic storefront); col. 12, l. 28 (transaction processing); col. 12, ll. 34-36, 43-45, 50-55 (total price, i.e. product price, tax, shipping); col. 12, ll. 56-65 (arranges for payment; calling payment handler to authorize the credit transaction with an external payment network); col. 12, l. 66 through col. 13, l. 6 (order fulfillment; order has been processed; arrange for delivery of goods to customer; calls payment handler interface to settle payment); col. 6, ll. 44-48 (external commerce subsystem, i.e. FedEx's Powership shipping management for shipping); col. 6, l. 57 (external commerce subsystems interfaces); col. 8, ll. 37-38 (external commerce subsystem); col. 8, l. 44 (shipping); col. 8, ll. 48-49 (FedEx's on-site personal computer-based shipping calculator (shipping)); col. 11, ll. 29-39 (shipping cost engine) of Chelliah et al.)*

Chelliah et al. does not explicitly disclose:

- *so as to produce an electronic communication which is output via the digital network and which, when printed on one sheet, comprises a waybill and a specification of the flowers that fulfill the order by shipment of the flowers with the waybill.*

Bain et al. as evidenced by Hamisch, Sr. teach *so as to produce an electronic communication which is output via the digital network and which, when printed on one sheet, comprises a waybill and a specification of the flowers that fulfill the order by shipment of the flowers with the waybill* (see at least col. 5, ll. 60-62 (receive purchase order from mainframe computer) of Bain et al.; col. 7, ll. 28-55 (purchase order number,

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purchase order date, required delivery date, shipping destination code, shipping cost, product identification, date shipped, estimated arrival date, UCC tracking number; carrier such as UPS, quantity ordered, quantity packed, shipping charge indication, shipping charge amount, carrier tracer number) of Bain et al.; col. 8, ll. 14-16, 22-34 (data for transmission to a marking printer in order to print a shipping label and a packing list label; compliance shipping label includes shipping carrier, purchase order number, barcoded tracking number (Fig. 2); packing list label (Fig. 3); marking printer is a printer that prints information on a web of record members such as labels that are affixable to a container such as a box) of Bain et al.; col. 10, ll. 39-42 (purchase order via down load from a main frame computer) of Bain et al.; Abstract (record members in the form of a web of pressure sensitive labels) of Hamisch, Sr.; col. 2, l. 63 through col. 3, l. 8 of Hamisch, Sr.). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the apparatus of Chelliah et al. to include *so as to produce an electronic communication which is output via the digital network and which, when printed on one sheet, comprises a waybill and a specification of the flowers that fulfill the order by shipment of the flowers with the waybill* as taught by Bain et al. as evidenced by Hamisch, Sr. One of ordinary skill in the art at the time of the invention would have been motivated to expand the apparatus of Chelliah et al. in this way since the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Hamisch, Sr. teaches the record members are readily individually removed or released from the backing for application to merchandise because of a coating applied to the backing material as is conventional (see at least col. 3, ll. 3-7 of Hamisch, Sr.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.).

**\*\*The Examiner notes that the recitation "which, when printed on one sheet, comprises a waybill and a specification of the product that fulfills the order by a shipment of the product with the waybill" is not positively recited and therefore does not require further consideration. However, for purposes of compact prosecution and in the event Applicant amends the claim to positively recite this limitation, and therefore being required, by claim the Examiner hereby provides the appropriate art to address this limitation.**

Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. does not explicitly disclose:

- *an order [[for flowers]]*

NPL\_FlowerNet teaches *an order [[for flowers]]* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *an order [[for flowers]]* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since FlowerNet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teaches a

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system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 487 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet teach the apparatus of claim 486 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the operations include providing web pages, at least one of the pages providing links associated with flower arrangements corresponding to an upcoming holiday.* (see at least NPL\_Flowernet\_24 of 27 (Flowernet's website (your flower order); host computer @ Evergreen Internet; Flowernet's Floral Design Center); NPL\_Flowernet\_20 of 27 (holiday bouquets; order holiday center piece); 1 of 27 (Christmas/New years); 20 of 27 (Christmas Special); 23 of 27 (mother's day))

NPL\_FlowerNet teach *wherein the operations include providing web pages, at least one of the pages providing links associated with flower arrangements corresponding to an upcoming holiday* (see at least NPL\_Flowernet\_24 of 27 (Flowernet's website (your flower order); host computer @ Evergreen Internet; Flowernet's Floral Design Center); NPL\_Flowernet\_20 of 27 (holiday bouquets; order holiday center piece); 1 of 27 (Christmas/New years); 20 of 27 (Christmas Special); 23 of 27 (mother's day)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the operations include providing web pages, at least one of the pages providing links associated with flower arrangements corresponding to an upcoming holiday* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_Flowernet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 488 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet teach the apparatus of claim 486 as described above.

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Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the operations include providing web pages, at least one of the pages providing links associated respectively with flower arrangements corresponding to an upcoming day, each arrangement being viewable in a selectable detailed view mode.*

NPL\_FlowerNet teach *wherein the operations include providing web pages, at least one of the pages providing links associated respectively with flower arrangements corresponding to an upcoming day, each arrangement being viewable in a selectable detailed view mode* (see at least NPL\_FlowersNet\_24 of 27 (Flownet's website (your flower order); host computer @ Evergreen Internet; Flownet's Floral Design Center); NPL\_FlowersNet\_20 of 27 (holiday bouquets; order holiday center piece); 1 of 27 (Christmas/New years); 20 of 27 (Christmas Special); 23 of 27 (mother's day); NPL\_FlowersNet\_9 of 27 & 16 of 27 & 17 of 27 & 25 of 27). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the operations include providing web pages, at least one of the pages providing links associated respectively with flower arrangements corresponding to an upcoming day, each arrangement being viewable in a selectable detailed view mode* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flownet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 489 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet teach the apparatus of claim 486 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the operations include providing web pages, at least one of the pages providing a link associated with long-stem roses.*

NPL\_FlowerNet teach *wherein the operations include providing web pages, at least one of the pages providing a link associated with long-stem roses.* (see at NPL\_FlowersNet\_25 of 27). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the operations include providing web pages, at least one of the pages providing a link associated with long-stem roses* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to

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expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 490 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet teach the apparatus of claim 486 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the operations include providing web pages at least one of the pages providing links associated respectively with flowers.*

NPL\_FlowerNet teach *wherein the operations include providing web pages at least one of the pages providing links associated respectively with flowers.* (see at least NPL\_FlowersNet\_24 of 27 (Flowernet's website (your flower order); host computer @ Evergreen Internet; Flowernet's Floral Design Center); NPL\_FlowersNet\_20 of 27 (holiday bouquets; order holiday center piece); 1 of 27 (Christmas/New years); 20 of 27 (Christmas Special); 23 of 27 (mother's day); NPL\_FlowersNet\_9 of 27 & 16 of 27 & 17 of 27 & 25 of 27). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the operations include providing web pages at least one of the pages providing links associated respectively with flowers* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 491 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet teach the apparatus of claim 486 as described above.

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Chelliah et al. does not explicitly disclose:

- *wherein the sheet, when printed, comprises three addresses.*

Bain et al. teach *wherein the sheet, when printed, comprises three addresses* (see at least Fig. 2). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the apparatus of Chelliah et al. to include *wherein the sheet, when printed, comprises three addresses* as taught by Bain et al. as evidenced by Hamisch, Sr. One of ordinary skill in the art at the time of the invention would have been motivated to expand the apparatus of Chelliah et al. in this way since the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Hamish, Sr. teach the record members are readily individually removed or released from the backing for application to merchandise because of a coating applied to the backing material as is conventional (see at least col. 3, ll. 3-7 of Hamisch, Sr.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.).

104. Claim 492 is rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet.pdf as applied to claim 486 above further in view of Wilz, Sr. et al. (US 5992752).

**Claim 492 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet teach the apparatus of claim 486 as described above.

Chelliah et al. does not explicitly disclose:

- *wherein the sheet, when printed comprises three addresses,*

Bain et al. teach *wherein the sheet, when printed, comprises three addresses* (see at least Fig. 2). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the apparatus of Chelliah et al. to include *wherein the sheet, when printed, comprises three addresses* as taught by Bain et al. as evidenced by Hamisch, Sr. One of ordinary skill in the art at the time of the invention would have been motivated to expand the apparatus of Chelliah et al. in this way since the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Hamish, Sr. teach the record members are readily individually removed or released from the backing for application to merchandise because of a coating applied to the backing material as is conventional (see at least col. 3, ll. 3-7 of Hamisch, Sr.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.).

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf do not explicitly disclose:

- *one of the addresses comprising a dot com address.*

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Wilz, Sr. et al. teach *one of the addresses comprising a dot com address* (see at least Figs. 1B1; 1C1-C2; 1D1-D2; 6B). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the apparatus of Chelliah et al. to include *one of the addresses comprising a dot com address* as taught by Wilz, Sr. et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the apparatus of Chelliah et al. in this way since it allows for a web-based package routing, tracking and delivery system and method, wherein one or more mounting, tracking and delivery (RTD) Internet Server subsystems are connected to the internet and updated at any instant of time (see at least col. 5, ll. 44-65 of Wilz, Sr. et al.) Bain et al. teach the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Hamish, Sr. teach the record members are readily individually removed or released from the backing for application to merchandise because of a coating applied to the backing material as is conventional (see at least col. 3, ll. 3-7 of Hamish, Sr.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.). Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet).

105. Claim 493 is rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet.pdf further in view of Hamisch, Sr. (US 3870867).

**Claim 493 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet teach the apparatus of claim 486 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. does not explicitly disclose:

- *wherein the electronic communication is received at a distribution center printer, and (see at least*

NPL\_FlowerNet teach *wherein the electronic communication is received at a distribution center printer. (see at least NPL\_FlowersNet\_24 of 27 (FedEx label is printed)).* It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the electronic communication is received at a distribution center printer* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated

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arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf does not explicitly disclose:

- *the sheet comprises perforations indication location to separate the waybill.*

Hamisch, Sr. teach *the sheet comprises perforations indication location to separate the waybill* (see at least Abstract (record members in the form of a web of pressure sensitive labels) of Hamisch, Sr.; col. 2, l. 63 through col. 3, l. 8 of Hamisch, Sr.). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the apparatus of Chelliah et al. to include *the sheet comprises perforations indication location to separate the waybill* as taught by Bain et al. as evidenced by Hamisch, Sr. One of ordinary skill in the art at the time of the invention would have been motivated to expand the apparatus of Chelliah et al. in this way since the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Hamisch, Sr. teach the record members are readily individually removed or released from the backing for application to merchandise because of a coating applied to the backing material as is conventional (see at least col. 3, ll. 3-7 of Hamisch, Sr.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.). NPL\_FlowerNet teach printing a FedEx label (see at least NPL\_FlowerNet\_24 of 27).

106. Claims 494-495 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet.pdf further in view of Aragon et al. (US 5859656).

**Claim 494 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet teach the apparatus of claim 486 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf does not explicitly disclose:

- *wherein the electronic communication is received at a distribution center printer, the sheet comprises preprinted art work, and the operations include processing the waybill data to produce a format such that the electronic communication when printed does not overlap the art work with the waybill.*



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Aragon et al. teach *wherein the electronic communication is received at a distribution center printer, the sheet comprises preprinted art work, and the operations include processing the waybill data to produce a format such that the electronic communication when printed does not overlap the art work with the waybill* (see at least col. 2, ll. 8-20). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the apparatus of Chelliah et al. to include *wherein the electronic communication is received at a distribution center printer, the sheet comprises preprinted art work, and the operations include processing the waybill data to produce a format such that the electronic communication when printed does not overlap the art work with the waybill* as taught by Aragon et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the apparatus of Chelliah et al. in this way since it is recognized that print media labels often include pre-printed material with designated spaces of printing bar codes and other information (see at last col. 2, ll. 8-20). Bain et al. teach the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Hamish, Sr. teach the record members are readily individually removed or released from the backing for application to merchandise because of a coating applied to the backing material as is conventional (see at least col. 3, ll. 3-7 of Hamish, Sr.). Chelliah et al. teaches that once an order has been processed the order fulfillment legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.). Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Flowernet also teaches printing FedEx labels (see at least NPL\_FlowersNet\_24 of 27).

**Claim 495 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet teach the apparatus of claim 486 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. further in view of NPL\_FlowerNet.pdf does not explicitly disclose:

- *wherein the sheet is a sheet with pre-printed artwork.*

Aragon et al. teach *wherein the sheet is a sheet with pre-printed artwork* (see at least col. 2, ll. 8-20). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the apparatus of Chelliah et al. to include *wherein the sheet is a sheet with pre-printed artwork* as taught by Aragon et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the apparatus of Chelliah et al. in this way since it is recognized that print media labels often include pre-printed material with designated spaces of printing bar codes and other information (see at last col. 2, ll. 8-20). Bain et al. teach the system automatically prints a shipping label in compliance with the requirements of the consignee to who the container is being shipped (see at least col. 3, ll. 17-21 of Bain et al.). Hamish, Sr. teach the record members are readily individually removed or released from the backing for application to merchandise because of a coating applied to the backing material as is conventional (see at least col. 3, ll. 3-7 of Hamish, Sr.). Chelliah et al. teaches that once an order has been processed the order fulfillment

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legacy system arranges for delivery of the goods to the customer (see at least col. 13, ll. 1-7 of Chelliah et al.). Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Flowernet also teaches printing FedEx labels (see at least NPL\_FlowersNet\_24 of 27).

107. Claims 496-497 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet.pdf.

**Claim 496 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet teach the apparatus of claim 486 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the operations include providing web pages, wherein at least one of the pages provides selectable sorting by type of flower.*

NPL\_FlowerNet teach *wherein the operations include providing web pages, wherein at least one of the pages provides selectable sorting by type of flower* (see at least NPL\_FlowersNet\_24 of 27 (Flowernet's website (your flower order); host computer @ Evergreen Internet; Flowernet's Floral Design Center); NPL\_FlowersNet\_20 of 27 (holiday bouquets; order holiday center piece); 1 of 27 (Christmas/New years); 20 of 27 (Christmas Special); 23 of 27 (mother's day); NPL\_FlowersNet\_9 of 27 & 16 of 27 & 17 of 27 & 25 of 27). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the operations include providing web pages, wherein at least one of the pages provides selectable sorting by type of flower* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 497 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet teach the apparatus of claim 486 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

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- *wherein the operations include providing web pages, at least one of the pages providing selectable sorting by type of flower.*

NPL\_FlowerNet teach *wherein the operations include providing web pages, at least one of the pages providing selectable sorting by type of flower* (see at least NPL\_FlowersNet\_24 of 27 (FlowerNet's website (your flower order); host computer @ Evergreen Internet; FlowerNet's Floral Design Center); NPL\_FlowersNet\_20 of 27 (holiday bouquets; order holiday center piece); 1 of 27 (Christmas/New years); 20 of 27 (Christmas Special); 23 of 27 (mother's day); NPL\_FlowersNet\_9 of 27 & 16 of 27 & 17 of 27 & 25 of 27). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the operations include providing web pages, at least one of the pages providing selectable sorting by type of flower* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since FlowerNet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

108. Claims 498 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet.pdf further in view of Tackbary et al. (US 5555496).

**Claim 498 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet teach the apparatus of claim 486 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the operations include providing [[web]] pages, at least one of the pages providing selectable sorting by price.*

Tackbary et al. teach *wherein the operations including providing pages, wherein at least one of the pages providing selectable sorting by price* (see at Fig. 8 (sort by price)). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the operations including providing pages, wherein at least one of the pages providing selectable sorting by price* as taught by Tackbary et al. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since once the order button is clicked the order

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summary is displayed to the user, showing the details of the user's order (see at least col. 11, Ll. 47-60 of Tackbary et al.). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

- *[[web]] page (see at least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

109. Claims 499 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet.pdf further in view of Slotznick (US 5983200).

**Claim 499 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet teach the apparatus of claim 486 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the operations include providing [[web]] pages, at least one of the pages providing selectable sorting by popularity.*

Slotznick teach *wherein the operations include providing pages, at least one of the pages providing selectable sorting by popularity* (see at least Figs. 6-7; col. 19, l. 36 through col. 20, l. 41 (if the user has previously sent anything to the contact or entered the contact into a contact manager and has a standard choice of anniversary bouquet, he or she need only enter name and occasion...); col. 21, l. 61 through col. 22, l. 16). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. to include *wherein the operations include providing pages, at least one of the pages providing selectable sorting by popularity* as taught by Slotznick. One of ordinary skill in the art at the time of the invention would have been motivated to expand the method of Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. in this way since it allows for both payment and delivery to be specified for future occurrences (see at least col. 2, ll. 49-54 of Slotznick). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

Chelliah et al. disclose:

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- *[[web]] page (see at least col. 12, ll. 2-9 (user interface; www browser application) of Chelliah et al.)*

110. Claims 500-502 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet.pdf.

**Claim 500 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet teach the apparatus of claim 486 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the operations include providing web pages, at least one of the pages providing selectable sorting by type of plant\*\*.*

NPL\_FlowerNet teach *wherein the operations include providing web pages, at least one of the pages providing selectable sorting by type of plant\*\** (see at least NPL\_FlowersNet\_25 of 27 (Roses)); NPL\_FlowersNet\_26 of 27 & 16 of 27). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the apparatus of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the operations include providing web pages, at least one of the pages providing selectable sorting by type of plant\*\** as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the apparatus of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**\*\*Please note that "plant" is a type of flower and is non-functional descriptive material. NPL\_FlowersNet recognizes several types of flowers and also recognizes sending flowers for different occasions, i.e. great for saying "sorry" NPL\_FlowersNet\_16 of 27. These differences are only found in the nonfunctional descriptive material and are not functionally involved in the steps recited. The information collection and storage steps would be performed the same regardless of the data. Thus, this descriptive material will not distinguish the claimed invention from the prior art in terms of patentability, see *In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F.3d 1579, 32 USPQ2d 1031 (Fed. Cir. 1994).**

**Claim 501 –**

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Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet teach the apparatus of claim 486 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the operations include providing web pages at least one of the pages featuring flowers with a link to select roses.*

NPL\_FlowerNet teach *wherein the operations include providing web pages at least one of the pages featuring flowers with a link to select roses* (see at least NPL\_FlowersNet\_25 of 27 (Roses)); NPL\_FlowersNet\_26 of 27 & 16 of 27). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the apparatus of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the operations include providing web pages at least one of the pages featuring flowers with a link to select roses* as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the apparatus of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**Claim 502 –**

Chelliah et al. (US 5710887) in view of Bain et al. (US 5315508) and as evidenced by Hamisch, Sr. (US 3870867) further in view of NPL\_FlowerNet teach the apparatus of claim 486 as described above.

Chelliah et al. in view of Bain et al. and as evidenced by Hamisch, Sr. do not explicitly disclose:

- *wherein the operations include providing web pages, at least one of the pages featuring flowers with a link to select tulips\*\*.*

NPL\_FlowerNet teach *wherein the operations include providing web pages, at least one of the pages featuring flowers with a link to select tulips\*\** (see at least NPL\_FlowersNet\_25 of 27 (Roses)); NPL\_FlowersNet\_26 of 27 & 16 of 27). It would have been obvious to one of ordinary skill in the art at the time of the invention to expand the apparatus of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. to include *wherein the operations include providing web pages, at least one of the pages featuring flowers with a link to select tulips\*\** as taught by NPL\_FlowerNet. One of ordinary skill in the art at the time of the invention would have been motivated to expand the apparatus of Chelliah et al. in view of Bain et al. as evidenced by Hamisch, Sr. in this way since Flowernet is the only direct marketing service for fresh cut flowers direct from the grower to the recipient via over night carrier (see at least

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NPL\_FlowersNet\_21 of 27 of NPL\_FlowerNet). Chelliah et al. teach a system for conducting interactive electronic commerce among a plurality of participants (see at least col. 1, ll. 5-10 of Chelliah et al.). Bain et al. teaches purchase order data can be downloaded from main frame computer (col. 5, ll. 60-61; col. 10, ll. 39-42), the purchase order including purchase order number, required delivery date, shipping cost, product identification, date shipped estimated arrival date, UCC tracking number, carrier such as UPS, quantity ordered, shipping charge amount, carrier tracer number, etc. (see at least col. 7, ll. 29-55; Figs. 2-3 of Bain et al.).

**\*\*Please note that "tulips" is a type of flower and is non-functional descriptive material. NPL\_FlowersNet recognizes several types of flowers and also recognizes sending flowers for different occasions, i.e. great for saying "sorry" NPL\_FlowersNet\_16 of 27. These differences are only found in the nonfunctional descriptive material and are not functionally involved in the steps recited. The information collection and storage steps would be performed the same regardless of the data. Thus, this descriptive material will not distinguish the claimed invention from the prior art in terms of patentability, see *In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F.3d 1579, 32 USPQ2d 1031 (Fed. Cir. 1994).**

#### ***Response to Arguments***

111.Applicant's arguments with respect to claims 1-47, 49-83, 86-156, 327-502 have been considered but are moot in view of the new ground(s) of rejection.

#### ***Conclusion***

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. "Export Documentation: Bringing It all Back Home" teaches automated export documentation, EXPORT MANAGER (pg. 49) is software that integrates with customer orders on a mainframe and creates orders and shipment records, consolidates orders, creates documents electronically....

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to SARAH M. MONFELDT whose telephone number is (571)270-1833. The examiner can normally be reached on Monday-Friday 7:30am-5:00pm (EST) ALT Fridays off.

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If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kambiz Abdi can be reached on (571)272-6702. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Sarah M Monfeldt/  
Examiner, Art Unit 3684

/Kambiz Abdi/  
Supervisory Patent Examiner, Art Unit 3684